

The Columbus Partnership

Benchmarking Central Ohio

2009



THE COLUMBUS
PARTNERSHIP

The Columbus Partnership

Benchmarking Central Ohio 2009

MARCH 2009

Project Advisory Group

Kerry Bierman, *Columbus Metropolitan Library*
Lynnette Cook, *United Way of Central Ohio*
Lisa Courtice, *The Columbus Foundation*
Elfie DiBella, *Huntington Bank*
John Elam, *The Columbus Partnership*
Janet Ferguson, *Columbus Urban League*
Richard Hicks, *Columbus Public Health*
Chad Jester, *Nationwide*
Bill LaFayette, *Columbus Chamber*
Robert H. Milbourne, *The Columbus Partnership*
Nancy Reger, *Mid-Ohio Regional Planning Commission*
Boyce Safford, *Columbus Department of Development*
Jim Schimmer, *Franklin County Department of Economic Development and Planning*
W. Randy Smith, *Office of Academic Affairs, The Ohio State University*
Press Southworth, *Columbus Cultural Leadership Consortium*
Leslie Strader, *Mid-Ohio Regional Planning Commission*

Community Research Partners

Project Staff

Roberta F. Garber, *Executive Director*
Jung Kim, *Director of Community Data Services*
Eben Dowell, *Senior Research Associate*
Shon Bunkley, *Senior Research Associate*
Alicia Jackson, *Research Associate*

CRP Partner Organizations

City of Columbus
United Way of Central Ohio
Franklin County Commissioners
John Glenn School of Public Affairs at The Ohio State University

Table of Contents

Introduction

Section 1: Population Vitality

Section 2: Economic Strength

Section 3: Personal Prosperity

Section 4: Community Wellbeing

Data Sources

Appendices

Section 1: Population Vitality

Population Vitality Overview	1-2
1.01 Population Growth	1-6
1.02 Birth Rate	1-7
1.03 Foreign-born Population	1-8
1.04 Race and Ethnicity	1-9
1.05 Youth Population	1-10
1.06 Senior Population	1-11
1.07 Median Age	1-12
1.08 Households	1-13

Section 2: Economic Strength

Economic Strength Overview	2-2
2.01 Business Firms	2-6
2.02 New Small Business Establishments	2-7
2.03 Venture Capital Investment	2-8
2.04 Industry Sector Employment	2-9
2.05 Employment Change by Industry	2-11
2.06 Fortune 1,000 Companies	2-13
2.07 Small Business Firms	2-14
2.08 High Tech Industries	2-15
2.09 Minority Business Ownership	2-16
2.10 Female Business Ownership	2-17
2.11 Gross Metropolitan Product	2-18
2.12 Income and Wages	2-19
2.13 Occupations	2-20
2.14 Workforce	2-21
2.15 Unemployment	2-22
2.16 Higher Education Enrollment	2-23
2.17 Educational Attainment	2-24
2.18 Brain Gain	2-25

Section 3: Personal Prosperity

Personal Prosperity Overview.....	3-2
3.01 Total Personal Income	3-6
3.02 Household Income	3-7
3.03 Income \$75,000 and Above	3-8
3.04 Income Gap.....	3-9
3.05 Poverty.....	3-10
3.06 Births to Teens.....	3-11
3.07 Pre-K Enrollment.....	3-12
3.08 Self-sufficiency Income.....	3-13
3.09 Income Supports.....	3-14
3.10 Earned Income Tax Credit	3-15
3.11 New Housing Starts	3-16
3.12 Homeownership	3-17
3.13 Owner Housing Affordability.....	3-18
3.14 Foreclosures	3-19
3.15 Rental Housing Affordability	3-20
3.16 Households without a Vehicle	3-21
3.17 Home Internet Use	3-22

Section 4: Community Wellbeing

Community Wellbeing Overview.....	4-2
4.01 Obesity	4-6
4.02 Smoking.....	4-7
4.03 Health Insurance	4-8
4.04 Hospitals and Physicians	4-9
4.05 Crime.....	4-10
4.06 Charitable Contributions.....	4-11
4.07 Volunteering	4-12
4.08 Local Government.....	4-13
4.09 Public Transportation	4-14
4.10 Traffic Congestion	4-15
4.11 Commute Time	4-16
4.12 Commute Transportation Mode.....	4-17
4.13 Wi-Fi Hotspots	4-18
4.14 Libraries.....	4-19
4.15 Professional Sports.....	4-20
4.16 Arts Establishments.....	4-21
4.17 Air Quality	4-22
4.18 Green Building	4-23

Introduction

About the Benchmarking Project

Benchmarking Central Ohio 2009 represents the third edition of the Benchmarking project, following upon previous reports released in March 2007 and March 2008. Benchmarking is a process by which standardized, measurable indicators are used to track and assess how a community is doing in comparison to other communities across the state or nation. In 2005, the Columbus Partnership, a group of business leaders interested in civic improvement, convened a meeting with representatives of organizations involved in diverse policy and program areas to discuss the need for, and feasibility of, a benchmarking effort in central Ohio. Based on input from that meeting and discussions with potential project funders, the Partnership asked Community Research Partners (CRP) to design and implement a central Ohio benchmarking project. CRP is a nonprofit research center based in Columbus that strengthens Ohio communities through data, information, and knowledge.

Principles that Guide the Project

The benchmarking project is designed to reflect the following principles articulated by the Partnership:

Benchmark against both similar and best-in-class communities.

Compare central Ohio with 15 metropolitan areas that represent both “peer communities” (similar demographics/geography) and “best-in-class communities” (having characteristics that other communities emulate).

Select indicators from a broad framework, with a focus on economic competitiveness. Identify about 50 indicators that describe characteristics of the population, economy, and quality of life that contribute to the economic competitiveness of the region.

Get advice from local experts. Establish an advisory group of experts in the key indicator areas to assist in selecting comparison communities and indicators and collecting and analyzing data and to provide feedback on the report.

Use easily accessible, recent data. Collect data from existing, centralized sources. The process will not include conducting new research or collecting

data from individual communities. If possible, indicator data will be used that are no more than three years old and can be regularly updated.

Produce a product that is useful to a wide audience. Prepare a report that: 1) is easy for a variety of users to understand; 2) can be used to guide program and policy development; 3) informs the community about how Columbus stacks up; and 4) inspires the community to do better.

Provide regular updates. After the initial release, produce annual updates to assess progress and trends.

The Indicator Groups

The indicators in Benchmarking Central Ohio are organized into four groups, each describing a facet of the community that contributes to economic competitiveness:

1. **Population Vitality:** indicators of population growth, racial and ethnic diversity, and age diversity
2. **Economic Strength:** indicators of business and employment growth, industry and occupation distribution, investment, productivity, and the workforce
3. **Personal Prosperity:** indicators of personal income, economic hardship, homeownership and housing affordability, and economic equity
4. **Community Wellbeing:** indicators of health, safety, civic participation, transportation, environmental quality, and leisure activities

Format of the Report

Each report section begins with an introduction that provides an overview of the data in the section. This includes an analysis, in both narrative and graphic format, of how the Columbus metro area compares to the other 15 communities. The introduction also includes a chart that lines up the metro areas based on their ranking on a key indicator in that section and shows the other indicators that have the strongest and weakest relationship with the key indicator. This graphic provides a cross-indicator picture of how Columbus shares the characteristics of the highest- or lowest-ranking communities.

Each indicator (with two exceptions) is displayed on one page. The

indicator pages include data sources and definitions, a table, and a bar graph that provide multiple dimensions of the indicator topic. A Columbus Trends chart presents the data and rank for Columbus on the given indicator in the current and past Benchmarking reports.

The trend chart should be considered with certain caveats that affect the comparison of the first year to the second and third years. For example, the 2005 American Community Survey does not include the population living in group quarters, such as college residence halls, group homes, military barracks, correctional facilities, workers' dormitories, and homeless shelters. Subsequent ACS data do include group quarters populations, which tend to have different demographic and socioeconomic characteristics than the general public. Additionally, between the 2007 and 2008 Benchmarking reports, data for five indicators changed from the Census Bureau's 1999 boundaries of Metropolitan Statistical Areas to the 2003 boundaries.

About the Rankings

The format of the report is intended to let the data speak for itself. Unlike some benchmarking reports, there are no letter grades or up and down arrows to compare the metro areas. However, for each indicator there is a bar graph that rank-orders the metro areas, and there are rankings on the data tables. Many of the graphs display data as a percentage or rate to enable "apples to apples" comparisons of metro areas with different populations.

In ranking most of the indicators, #1 indicates both "highest" and "best," and #16 indicates both "lowest" and "worst." For some indicators (e.g. unemployment rate, poverty rate, crime rate), the lowest number is best. In these cases, the data are ranked with the lowest number as #1 and the highest number as #16. A footnote indicates the rank order system used on each page. Tied metro areas (identified with a "T") are all assigned the next number in the ranking sequence. The ranking then skips over the numbers that would have been assigned if there were no tie (i.e. 1, 2, T-3, T-3, 5).

Finally, ranking should be considered within the context of the specific indicator. For data where the spread between the highest and lowest figures is small, ranking may be a less useful tool for analysis.

Impact of the 2008 Report

The second edition of Benchmarking Central Ohio was widely discussed in front-page stories, editorials, and letters to the editor in the mainstream media, in alternative publications, and on blogs and electronic forums. The report was the focus of a Columbus Metropolitan Club event in April 2008 and a radio interview on WOSU's Open Line with Fred Andrie. Web links to various media coverage can be found on our web site at www.communityresearchpartners.org.

One highly charged topic was whether central Ohio "lacks culture" due to its rank of last among the 16 metro areas in the study on arts establishments per capita. The accuracy of this ranking was widely debated. The research served as a catalyst for community dialogue.

As has been noted before, the report is a reference document, intended to be "more like a dictionary than a novel." Some users may focus in on only one or two indicators, while others are interested in the big picture. The dissemination of the report stimulated conversations about how to make meaning of the data, further explore the findings, and spur action based on the report.

The 2009 Report

In the third year of the Benchmarking project, the 2009 report affirms or clarifies the baseline measurements of the first two years. This report provides the latest data available and continues to build the foundation for tracking trends in the future.

As in 2008, a key objective for the 2009 report was to keep the content and format as stable as possible to allow comparisons with previous years' data and make use of the prior research and efforts involved in selecting comparison communities and indicators. However, the report also needed to incorporate comments on the 2008 report and suggestions for improvement.

In November 2008, two Advisory Group meetings and follow-up communications generated feedback on the 2008 report and discussed enhancements for Benchmarking 2009. The group offered suggestions for

potential new indicators and modifications of existing indicators. CRP considered these suggestions carefully in light of the standards set by the first edition of Benchmarking Central Ohio.

Raleigh and Durham

The Advisory Group discussed the possibility of combining the Raleigh and Durham metro areas, the primary argument for which was that the renowned Research Triangle spans both areas. Proponents of combining the two areas believed that Central Ohio competes with the Research Triangle region, not just the Raleigh metro area. Until 2003, the U.S. Census Bureau defined Raleigh and Durham as a single metropolitan area, providing an example of precedence.

In 2003, the Census Bureau created two separate metro areas based on its standard that a metro area “consists of one or more counties and includes the counties containing the core urban area, as well as any adjacent counties that have a high degree of social and economic integration (as measured by commuting to work) with the urban core.” Cleveland was another metro area that was significantly affected at the time, as Cleveland and Akron were also divided into two metro areas. This example highlighted the “slippery slope” of making exceptions to the use of standard metropolitan areas. Some of the arguments for combining Raleigh and Durham could also be made for Cleveland and Akron, as well as other metro areas in this study. In order to maintain consistency, the Advisory Group chose to continue using the Raleigh metro area.

How the indicators reflect current economic conditions

In 2009, many of the business- and housing-related indicators reflect further decline in economic conditions across all 16 metro areas, mirroring current affairs in our nation. Since some of the data sources are 1 to 3 years behind, this lag means that the problems were present even before the economy deteriorated. For example, in last year’s Benchmarking report, the Business Firms indicator (2.01) had only two metro areas show a decline in the number of firms from 2004 to 2005. In this report, there are six metro areas, including Columbus, which had a net loss of firms from 2005 to 2006.

The Unemployment indicator (2.15) comprises much more recent data, because the availability of new data coincides with the annual start of work on the Benchmarking report. Last year’s report contained unemployment rates from November 2007, for which the Benchmarking metros ranged from 3.5% to 5.4%. November 2008 rates were up across the board, ranging from 5.0% to 8.1%. The U.S. rate increased from 4.5% to 6.5%. In Central Ohio, the rate rose from 4.5% to 5.8%, but the region moved up in rank from 8th to 3rd, meaning that other metro areas were much harder hit. Charlotte had the largest increase in unemployment, from 4.7% to 8.1%.

Foreclosures (3.14) continue to be a growing problem, as the number of households per foreclosure in the U.S. dropped from 264 in the third quarter of 2007 to 147 in the third quarter of 2008. This means that foreclosures are a larger portion of the housing market. Most metros continued to have steep drops in the number of households per foreclosure. In 2008 Q3, San Diego had just 61 households for every foreclosure. Columbus had 111, down from 136 in 2007 Q3. Austin is the only metro area in the Benchmarking group that showed clear improvement between 2007 and 2008, with the number of households per foreclosure rising from 181 to 386.

Two indicators highlight the drop in housing prices and demand: New Housing Starts (3.11) and Owner Housing Affordability (3.13). For New Housing Starts, the number of residential permits per 1,000 units fell from 15.6 in 2006 to 11.6 in 2007 across all U.S. metros, a decline of 25.6%. In Columbus, the rate fell from 10.3 to 8.3. Fifteen out of 16 metros saw fewer housing starts in 2007, the lone exception being Louisville. Jacksonville has seen the steepest decline (nearly 60%) in recent years from 46.0 in 2005 to 29.8 in 2006 and 18.7 in 2007.

Even though the construction of new housing supply has fallen, housing has become more affordable due to the decline in prices. In 2008 Q3, 56.1% of housing in the U.S. was affordable to median income buyers, up from 42.0% the year before. San Diego experienced a dramatic increase in affordability, from 10.1% to 38.7% as the median sales price of a home fell from \$440,000 to \$308,000. In comparison, Columbus has been a much less volatile market, with the affordability rate rising slightly from 74.8% in 2006 to 78.4% in

2007 and the median sales price falling from \$140,000 to \$134,000.

Foreclosures and a weaker market for home purchases may have increased demand for rental housing, making it less affordable to rent. In the Rental Housing Affordability indicator (3.15), 14 out of 16 metros experienced an increase from 2006 to 2007 in the share of renters spending over 30% of their income on housing. Nationwide, this share went up from 47.2% to 50.9%. The Columbus metro area saw an increase from 44.3% to 49.5%.

What's New in 2009

Changes in the 2009 report are fewer in number than in 2008, which in part reflects an approach toward a settled foundation for long-term benchmarking.

New and revised indicators

Compared to the addition of six indicators in the 2008 report, the 2009 edition adds only one: Volunteering (4.07). At the suggestion of the advisory group, CRP considered a wide range of potential new indicators, specifically on the topics of child health and the environment. However, these considerations encountered the same obstacles as in previous years with regard to data availability at the metro area level and across all 16 metro areas.

The Arts Establishments indicator (4.16) was revised to distinguish larger cultural institutions. A summary table of changes and other notes related to the indicators is included in Appendix A.

New key indicators for Patterns across Indicators

For the Patterns across Indicators charts, the key indicator has changed for three of the sections. In the Economic Strength section, the key indicator has changed from Gross Metropolitan Product (2.11) to High Tech Industries (2.08). The Personal Prosperity key indicator has changed from Poverty (3.05) to Foreclosures (3.14). The Community Wellbeing key indicator has changed from Arts Establishments (4.16) to Volunteering (4.07). Population Growth remains the key indicator in the Population Vitality section.

Data source changes

The data source for the Charitable Contributions indicator (4.06) was changed from DataPlace KnowledgePlex, which processed Internal Revenue Service data, to the IRS directly to ensure consistent access to the most up-to-date data. The Arts Establishments indicator (4.15) previously used the Urban Institute's Arts and Culture Indicators in Communities Project, which relied on data from the Census Bureau's County Business Patterns. Now the indicator uses the Bureau of Labor Statistics' Quarterly Census of Employment and Wages for more fine-grained analysis.

The Metro Areas

This report compares the Columbus metro area with 15 others across the country. For most of the indicators, these are the Metropolitan Statistical Area geographies defined by the U.S. Census Bureau in June 2003 (see table next page). However, the indicator data in the report reflects the geography used by the data source. Some data sources use different metro area geography from that of the Census Bureau or use pre-2003 Census MSA geographies. These are identified on the applicable indicator pages.

Caveats about Accuracy

CRP has been careful in collecting, analyzing, and presenting data from a variety of sources to prepare this report. In updating the data, CRP identified and corrected data in one indicator from the 2008 report. This correction is noted in Appendix A and will also be shown in the 2008 report itself, available for download at www.communityresearchpartners.org. CRP has judged its data sources to be reliable, but it was not possible to authenticate all data. If careful readers of the report discover data or typographical errors, CRP welcomes this feedback and will incorporate corrections into future updates of the report.

2003 U.S. Census Bureau Metro Area Descriptions

Metro Area	U.S. Census Bureau Metropolitan Statistical Area (MSA)	2003 MSA Geography (counties and states)
Austin	Austin-Round Rock, TX	Bastrop, Caldwell, Hays, Travis, Williamson, TX
Charlotte	Charlotte-Gastonia-Concord, NC-SC	Anson, Cabarrus, Gaston, Mecklenburg, Union, NC; York, SC
Chicago	Chicago-Naperville-Joliet, IL-IN-WI	Cook, DeKalb, DuPage, Grundy, Kane, Kendall, Lake, McHenry, Will, IL; Jasper, Lake, Newton, Porter, IN; Kenosha, WI
Cincinnati	Cincinnati-Middletown, OH-KY-IN	Brown, Butler, Clermont, Hamilton, Warren, OH; Boone, Bracken, Campbell, Gallatin, Grant, Kenton, Pendleton, KY; Dearborn, Franklin, Ohio, IN
Cleveland	Cleveland-Elyria-Mentor, OH	Cuyahoga, Geauga, Lake, Lorain, Medina, OH
Columbus	Columbus, OH	Delaware, Fairfield, Franklin, Licking, Madison, Morrow, Pickaway, Union, OH
Indianapolis	Indianapolis-Carmel, IN	Boone, Brown, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, Putnam, Shelby, IN
Jacksonville	Jacksonville, FL	Baker, Clay, Duval, Nassau, St. Johns, FL
Kansas City	Kansas City, MO-KS	Bates, Caldwell, Cass, Clay, Clinton, Jackson, Lafayette, Platte, Ray, MO; Franklin, Johnson, Leavenworth, Linn, Miami, Wyandotte, KS
Louisville	Louisville-Jefferson County, KY-IN	Bullitt, Henry, Jefferson, Meade, Nelson, Oldham, Shelby, Spencer, Trimble, KY; Clark, Floyd, Harrison, Washington, IN
Milwaukee	Milwaukee-Waukesha-West Allis, WI	Milwaukee, Ozaukee, Washington, Waukesha, WI
Minneapolis	Minneapolis-St. Paul-Bloomington, MN-WI	Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Sherburne, Washington, Wright, MN; Pierce, St. Croix, WI
Nashville	Nashville-Davidson-Murfreesboro, TN	Cannon, Cheatham, Davidson, Dickson, Hickman, Macon, Robertson, Rutherford, Smith, Sumner, Trousdale, Williamson, Wilson, TN
Portland, OR	Portland-Vancouver-Beaverton, OR-WA	Clackamas, Columbia, Multnomah, Washington, Yamhill, OR; Clark, Skamania, WA
Raleigh	Raleigh-Cary, NC	Franklin, Johnston, Wake, NC
San Diego	San Diego-Carlsbad-San Marcos, CA	San Diego, CA

Columbus Benchmarking 2007 to 2009 Trends

As mentioned before, one objective of the Benchmarking project is to monitor how Columbus performs against other metro areas over time. The next table groups indicators by their category in this report (Population Vitality, Economic Strength, Personal Prosperity, Community Wellbeing) and then by the direction in which Columbus's ranking has moved in the past two years. The four types of movement in ranking are:

1. **Rank going up:** Columbus's rank has moved up in at least one of the two years (2007 to 2008 or 2008 to 2009) and moved up or at least stayed neutral in the other year.
2. **Rank going down:** Columbus's rank has moved down in at least one of the two years and stayed neutral or moved down in the other year.

3. **Mixed movements:** Columbus's rank has moved up or down in one year and in the other direction the other year.
4. **No change:** Columbus's rank has stayed at the same position from 2007 to 2008 to 2009.

Some indicators have two years' worth of data, not three, and are therefore categorized on the change in Columbus's rank over two points in time. Minority Business Ownership (2.09), Female Business Ownership, (2.10) and Local Government (4.08) are not included in the table as data has been available to date for only one year.

The results for Columbus are mixed in three of the sections with some indicator rankings going up and others going down. The Personal Prosperity indicators show a clear downward trend, with Columbus moving down in rank in ten indicators versus moving up in one.

Columbus Benchmarking 2007 to 2009 Trends*

	RANK GOING UP	RANK GOING DOWN	MIXED MOVEMENTS	NO CHANGE
Population Vitality		1.02 Percent change in birth rate (9)	1.01 Percent population change (8)	1.03 Percent of foreign-born population (11)
		1.04 Percent of minority population (13)	1.05 Percent of population under age 18 (7)	1.06 Percent of population ages 65 and above (11)
			1.08 Persons per household (13)	1.07 Median age (4)
Economic Strength	2.04 Percent professional and business services employment (4)	2.02 Small business establishments per 1,000 establishments (13)	2.01 Percent change in business firms (12)	2.05 Transportation, warehousing, utilities employment growth (1)
	2.04 Percent transportation, warehousing, utilities employment (3)	2.03 Venture capital investment per capita (11)	2.05 Professional and business services employment growth (6)	2.07 Percent of small business firms (16)
	2.06 Fortune 1,000 companies (4)	2.08 High tech location quotient (10)	2.16 18-24 year olds enrolled in higher education per 1,000 pop. (3)	2.11 Gross metropolitan per capita (6)
	2.12 Per capita income (adjusted, Columbus cost of living) (10)	2.14 Percent population of prime working age (7)		2.13 Percent management & professional occupations (5)
	2.15 Unemployment rate (3)	2.17 Percent of population age 25+ with graduate degree (7)		
		2.18 Percent new residents age 25+ with graduate degree (7)		

*Columbus rankings for 2009 are in parentheses. Movement in Columbus's ranking is relative to the performance of the Benchmarking metro areas. In some indicators, Columbus may have moved up in ranking not on the basis of improvement within the region but rather due to worse performance in other regions. For example, the unemployment rate rose from 4.4% to 4.5% to 5.8% in Columbus but its ranking improved from 9th to 8th to 3rd.

Benchmarking 2007 to 2009 Trends

	RANK GOING UP	RANK GOING DOWN	MIXED MOVEMENTS	NO CHANGE
Personal Prosperity	3.14 Foreclosure rate (13)	3.02 Median household income (13)	3.11 Residential building permits per 1,000 housing units (11)	3.01 Investment income as percent of total income (15)
		3.03 Percent of households with income \$75,000 and above (12)	3.13 Percent housing affordable to median income buyers (4)	3.04 Income gap ratio (5)
		3.05 Percent of population below poverty level (16)		3.07 Percent of children ages 3-4 enrolled in school (13)
		3.06 Percent of unmarried women 15-19 who had a birth in the past year (15)		3.12 Percent of owner-occupied housing units (12)
		3.08 Percent of persons below 200% poverty (15)		
		3.09 Percent of households receiving assistance or food stamps (14)		
		3.10 Percent tax returns claiming Earned Income Tax Credit (9)		
		3.15 Percent renters spending over 30% on housing (11)		
		3.16 Percent of households without a vehicle (9)		
		3.17 Percent of population using Internet at home (15)		
Community Wellbeing	4.04 Number of physicians per 100,000 population (10)	4.01 Percent of adults who are obese (16)	4.11 Percent of days with good air quality (5)	4.02 Percent of adults who currently smoke (9)
	4.06 Percent of tax returns claiming charitable contributions (8)	4.03 Percent of adults without health insurance (7)		4.14 Library items circulation per capita (5)
	4.07 Overall volunteer rate (4)	4.05 Violent crimes per 100,000 population (6)		
	4.09 Percent change in public transit usage (14)	4.10 Percent change in traffic delay per person (11)		
	4.12 Percent of workers using alternate transportation (9)	4.11 Percent who commute 25 minutes or more (3)		
	4.13 Number of people per Wi-Fi hotspot (13)	4.15 Professional sports teams (5)		
	4.18 LEED certified projects, sq ft per capita (6)	4.16 Arts establishments per 1,000 populations (15)		

Section 1: Population Vitality

This section includes indicators of population size, growth, and diversity that describe the vitality of the metro area populations.

The following are the Population Vitality indicator categories:

1.01 Population Growth

1.02 Birth Rate

1.03 Foreign-born Population

1.04 Racial and Ethnic Diversity

1.05 Youth Population

1.06 Senior Population

1.07 Median Age

1.08 Households

Population Vitality Overview

Population Growth

In 2007, the 16 metro areas ranged in size from Raleigh, with just over one million people, to Chicago, with 9.5 million. The Columbus metro area, with 1.7 million, ranked 8th in population.

The fastest growing metro areas were Raleigh, Austin, Charlotte, Nashville, and Jacksonville, which all grew by over 10.0% from 2002 to 2007. Milwaukee was the metro area with the lowest population growth. Cleveland again saw its population decline.

The Columbus population grew by 5.7%, ranking 8th among the 16 metro areas. This rate was slightly more than the 5.4% change across all metro areas in the U.S.

Birth Rate

Austin, San Diego, Charlotte, Raleigh, Indianapolis, and Kansas City each had a birth rate of over 15.0 births per 1,000 people in 2007; last year San Diego was the only metro area in this category. Cleveland had the lowest birth rate with fewer than 13.0 births per 1,000 people. The birth rate in Columbus remained steady at 14.9.

From 2002 to 2007, the metro areas with the greatest increase were Jacksonville and San Diego. The steepest drops were in Chicago, Cleveland and Austin. Across all metro areas in the U.S., there was an increase of 1.3%. Columbus ranked 9th among the 16 metro areas, with a 0.2% decrease in the birth rate, moving down three places below Portland, Nashville, and Charlotte.

Foreign-Born Population

Of the 16 metro areas, San Diego had the largest foreign-born population (22.7%). Chicago and Austin were the only other Benchmarking metro areas to exceed the 13.5% share across all metro areas in the U.S. The lowest percentages of foreign-born residents (below 4.0%) were in Cincinnati and Louisville. Columbus ranked 11th among the metro areas, with foreign-born residents representing 6.3% of the population. However, Columbus ranked

2nd among the 16 metro areas in recent arrivals, with 42.4% of immigrants having entered the U.S. since 2000.

Race and Ethnicity

Among the 16 metro areas, San Diego, Chicago, Austin, Charlotte, and Raleigh had the highest percentages of non-white population in 2007 (all at 34.0% or higher). Meanwhile, Cincinnati, Minneapolis, and Louisville had the lowest rates, each under 19.0%. The percent minority population across all metro areas in the U.S. was 37.1%.

In the group of 16, the highest percentages of black population were in Charlotte, Jacksonville, Raleigh, Cleveland, and Chicago. The Asian population was proportionately highest in San Diego, Chicago, and Portland. San Diego, Austin, and Chicago had high percentages of persons of Hispanic origin. The Columbus metro area ranked 13th in overall diversity (21.7% non-white population), but was 7th in the percentage of Asian population and 9th in black population.

Youth and Senior Populations

In 2007, 25.5% of the Columbus metro area population was under age 18, having the 7th highest youth population among the 16 metro areas, compared to 11th in 2006. From 2006 to 2007, Minneapolis, Cincinnati, Milwaukee, and San Diego moved below Columbus. Indianapolis (26.7%) and Charlotte (26.3%) ranked highest, while Cleveland, Louisville, Portland, Nashville, and Jacksonville had youth populations below the 24.8% across all metro areas in the nation.

Austin, Raleigh, Charlotte, and Minneapolis had the smallest percentage of persons age 65 and over (under 10.0%). Columbus's ranking remained the same as in 2006 at 5th place with 10.1%. Cleveland had the largest senior population (14.6%) by a large margin over the next two metro areas, Louisville and Milwaukee (12.4% and 12.3%, respectively). The percentage across all metro areas in the nation was 12.0%.

Median Age

The metro areas with the largest senior populations also had the highest median ages. Columbus was among four metro areas with a median age under 35 years, ranking below Austin, San Diego, and Raleigh. Cleveland, Louisville, Milwaukee, and Jacksonville areas had median ages of 37 years or older. Across the 16 metro areas, the white population was the oldest group (from ages 35–42), while the Hispanic population was the youngest (from ages 25.5–30.3), with differences of 8 to 16 years in median age between these groups. The median age in the U.S. was 36.7 years.

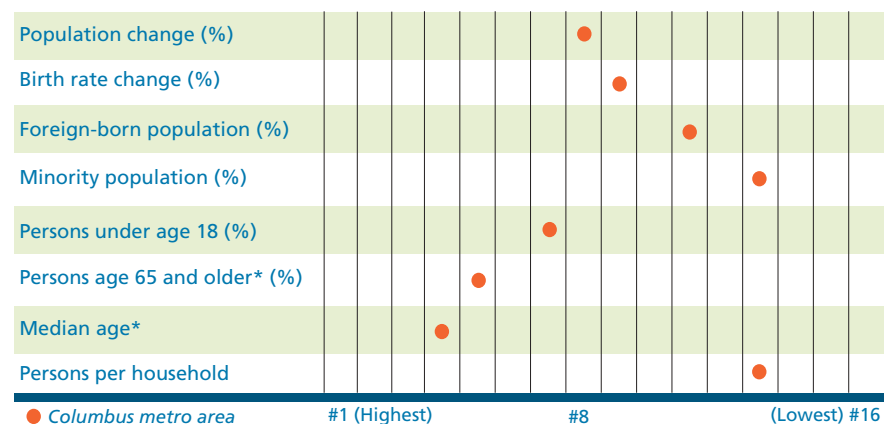
Households

In 2007, Columbus tied with Indianapolis, ranking 11th, with the 5th highest percentage of households that were female-headed with children (9.1%). Columbus ranked 7th in one-person households (28.6%) and 12th in married couple households (47.3%). Minneapolis, Portland, and San Diego had the lowest percentages of female-headed households with children (below 8.0%). Cleveland, Louisville, Milwaukee, Austin, and Cincinnati had the highest percentage of persons living alone (29.0% and above). Raleigh, Minneapolis, and Kansas City had the highest percentages of married couple households (greater than 50.0%).

San Diego, Chicago, Austin, and Raleigh had the largest average household size (above 2.60 persons). Cleveland and Louisville had the smallest (below 2.50 persons). Columbus tied with Milwaukee at 13th, with 2.50 persons per household, lower than the 2.64 average across all metro areas in the U.S.

Population Vitality: How Columbus Compares

This figure depicts how the Columbus metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Population Vitality section.



*The indicators for persons age 65 and older and median age are ranked from lowest (#1) to highest (#16).

Patterns across Indicators: Profiles of Fast Growth and Slow Growth Metro Areas

The graphic on the following page compares the 16 metro areas based on their ranking on Population Change, Indicator 1.01, and shows which indicators in the report were found to be most similar and least similar in ranking with the key indicator (1.01).

Raleigh, Austin, Charlotte, Nashville, and Jacksonville were the fastest growing metro areas (ranks 1-5). Cleveland, Milwaukee, San Diego, Chicago, and Cincinnati were the slowest (ranks 12-16). Columbus ranked in the middle of the group in 8th place.

Indicators most similar to the population change indicator

Rankings for population change were similar to rankings for new housing starts (3.11). Metro areas with more people moving in also had more housing construction. Fast growing metros had lower percentages of persons age 65 and older (1.06) and lower median ages (1.07).

Fast growing metro areas also ranked highly in a wide range of Economic Strength indicators, with more growth in the number of business firms (2.01); more small business establishment births (2.02); more venture capital investment (2.03); higher rates of employment growth in the transportation, warehousing, and utilities sector (2.05); and higher percentages of population in prime working age (2.14). Slow growing metro areas struggled across many of these same business and economic indicators.

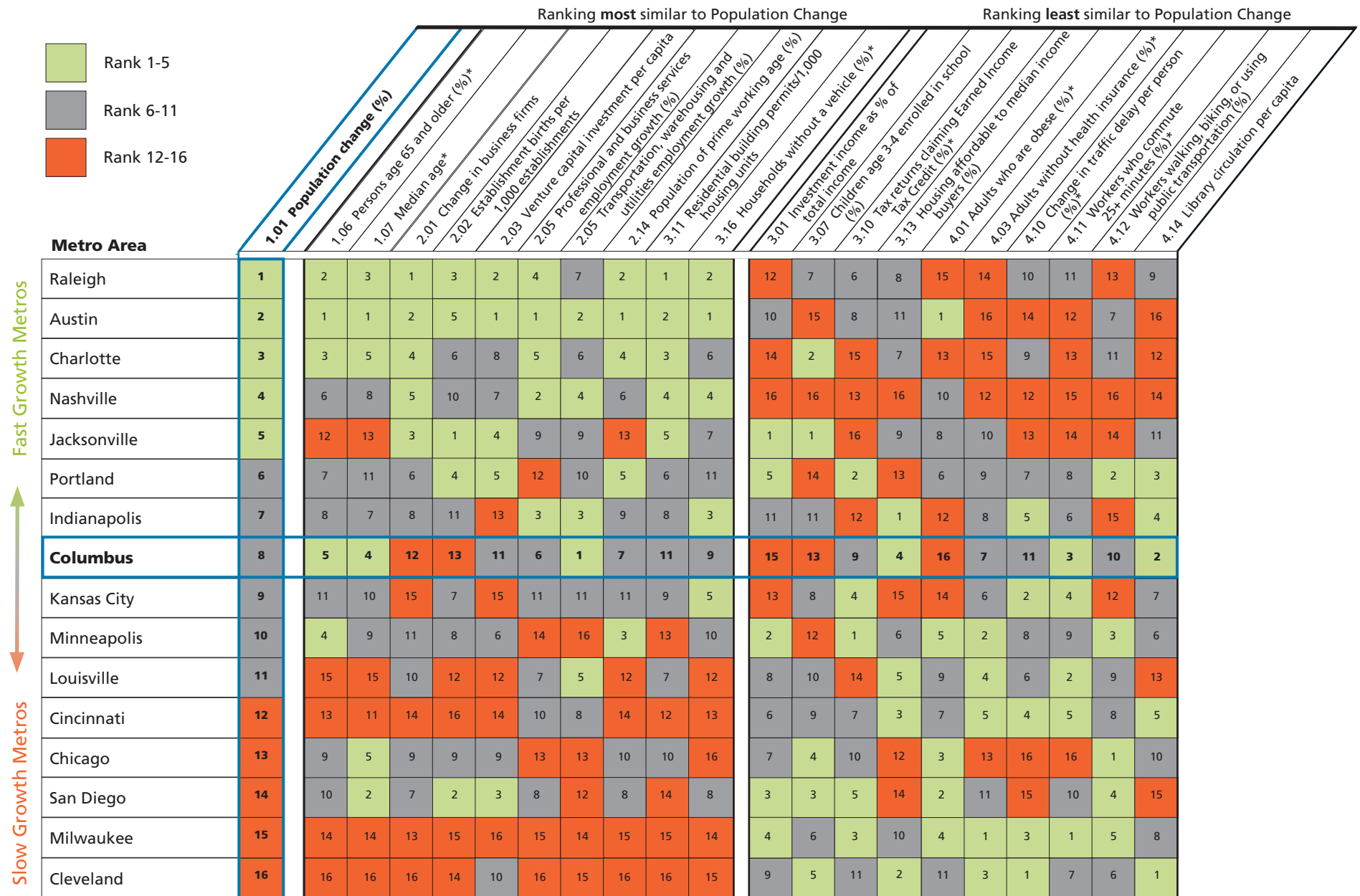
Indicators least similar to the population change indicator

Rankings for population change were least similar to several indicators from the Personal Prosperity and Community Wellbeing sections. Fast growing metro areas have more traffic congestion (4.10), longer commutes (4.11), and less use of public transportation (4.12). These areas also have less housing affordable to median income buyers (3.13) and lower library circulation per capita (4.14). Based on this group of least similar indicators, the provision of infrastructure, services, and amenities appears to be lagging behind population in fast-growing metro areas.

The Columbus Profile

Columbus was more like a fast growing area in its low percentage of seniors (1.06) and low median age (1.07). The Columbus area's growth in transportation, warehousing, and utilities (2.05) is contrasted by the weak performance of slow growth metro areas in this sector. However, Columbus was more like a slow growing area with less net growth in the number of business firms (2.01) and fewer small business establishment births (2.02).

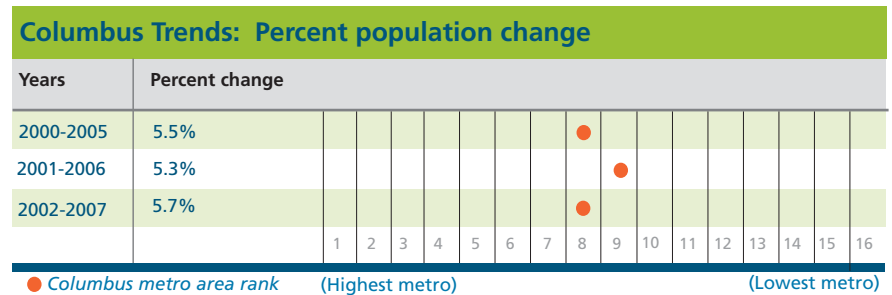
Patterns Across Indicators: Population Growth



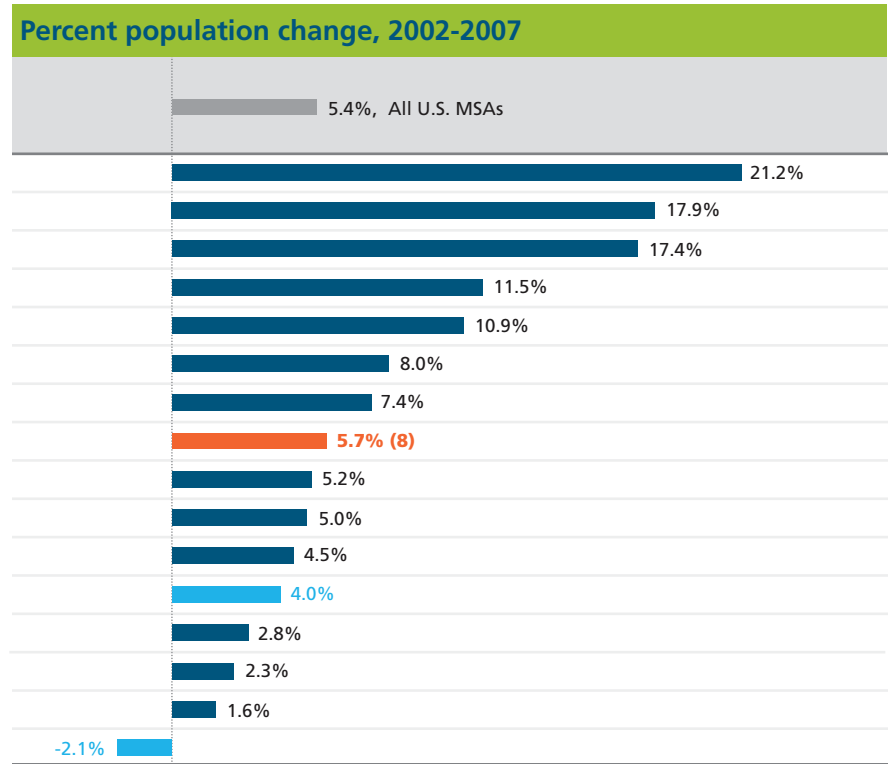
Ranking is highest (1) to lowest (16), except for (*) ranked lowest (1) to highest (16); the rankings in this graphic are based on unrounded data and may vary slightly from those in the individual indicator pages

Indicator 1.01: Population Growth

This indicator includes U.S. Census Bureau data on the total metro area populations in 2002 and 2007 and the increase or decrease in population from 2002 to 2007.



Total population, 2002 and 2007			
Metro Area		Total population 2002	Total population 2007
Raleigh	(16)	864,407	(16) 1,047,629
Austin		1,355,241	1,598,161
Charlotte		1,407,381	1,651,568
Nashville		1,364,275	1,521,437
Jacksonville		1,173,245	1,300,823
Portland		2,014,037	2,175,113
Indianapolis		1,578,239	1,695,037
Columbus	(8)	1,660,036	(8) 1,754,337
Kansas City		1,887,074	1,985,429
Minneapolis		3,055,619	3,208,212
Louisville		1,180,288	1,233,735
Cincinnati		2,050,677	2,133,678
Chicago	(1)	9,263,714	(1) 9,524,673
San Diego		2,908,091	2,974,859
Milwaukee		1,519,705	1,544,398
Cleveland		2,140,745	2,096,471



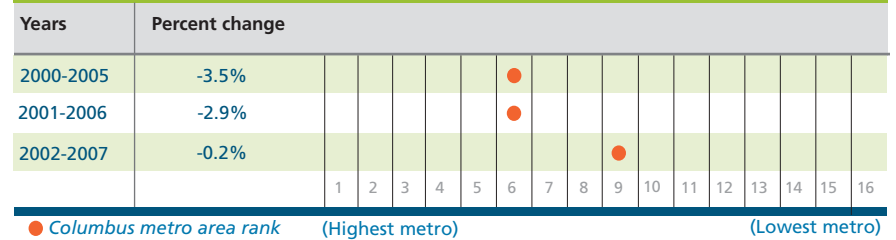
Source: U.S. Census Bureau, Population Estimates

(#) Ranked from highest (1) to lowest (16)

Indicator 1.02: Birth Rate

This indicator includes data on birth rates from the U.S. Census Bureau. The birth rate is the total number of live births occurring to residents of an area as a percentage of an area's population. The rate is estimated using reports from the Census Bureau's Federal State Cooperative Program for Population Estimates and the National Center for Health Statistics.

Columbus Trends: Percent change in birth rate



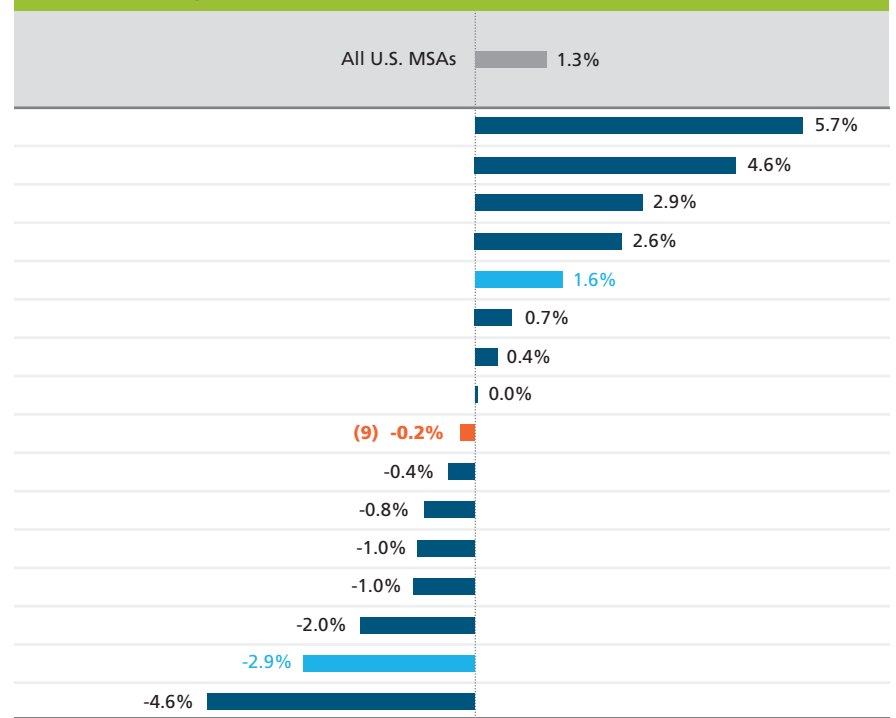
Total births and birth rate, 2007

Metro Area	Total births	Birth rate (births per 1,000 population)
Jacksonville	19,123	14.7
San Diego	46,864	(T-1) 15.8
Minneapolis	47,286	14.7
Kansas City	30,183	15.2
Cincinnati	30,011	14.1
Nashville	21,848	14.4
Charlotte	25,893	15.7
Portland	29,934	13.8
Columbus	(7) 26,182	(T-7) 14.9
Indianapolis	26,001	15.3
Raleigh	16,368	15.6
Louisville	(16) 6,356	13.3
Milwaukee	21,394	13.9
Chicago	(1) 142,348	14.9
Cleveland	25,626	(16) 12.2
Austin	25,323	(T-1) 15.8

Source: U.S. Census Bureau, Population Estimates

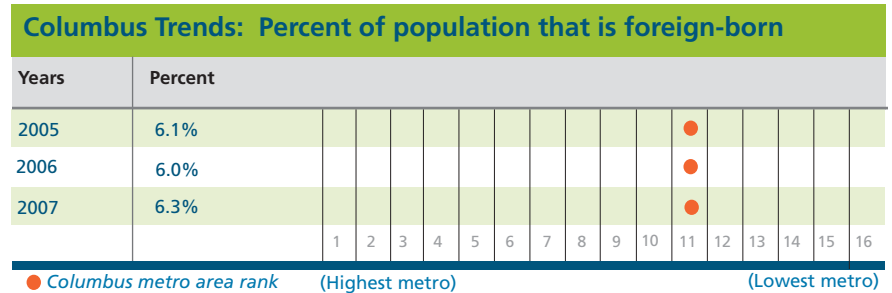
(#) Ranked from highest (1) to lowest (16)

Percent change in birth rate, 2002-2007

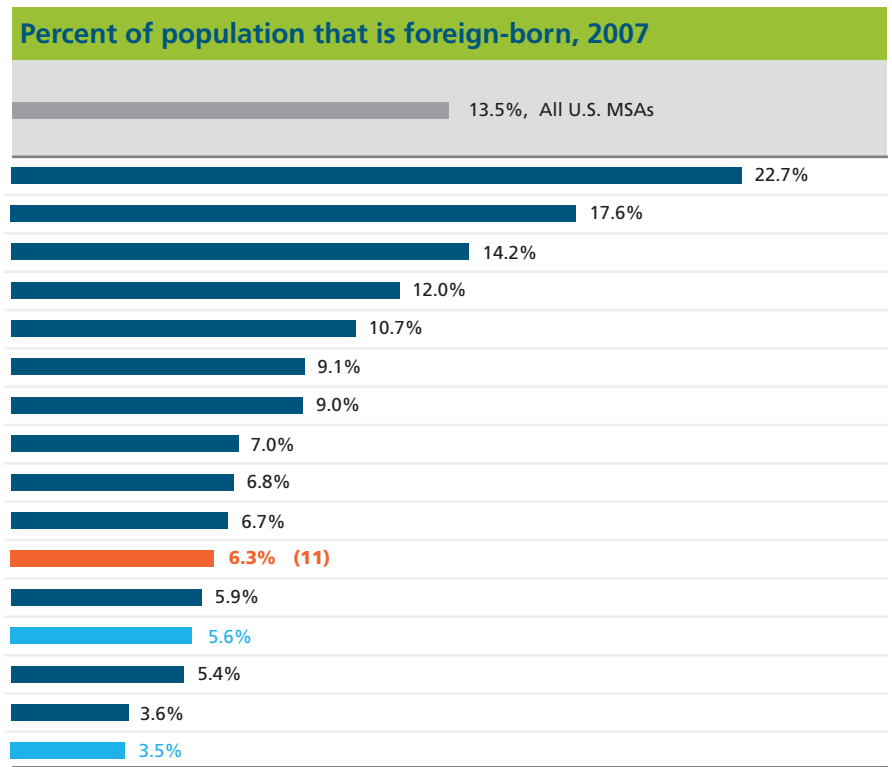


Indicator 1.03: Foreign-born Population

This indicator includes data from the American Community Survey on the number and percent of the total population who were not U.S. citizens at birth. The percent of foreign-born persons who arrived in the U.S. in 2000 or later provides a picture of new immigrants in a metro area.



Foreign-born population, 2007			
Metro Area	Total foreign-born population	Percent entered U.S. 2000 or after	
San Diego	674,084	23.5%	
Chicago	(1) 1,679,074	25.1%	
Austin	226,241	36.2%	
Portland	261,816	25.9%	
Raleigh	112,284	39.1%	
Charlotte	150,476	41.0%	
Minneapolis	289,261	37.6%	
Jacksonville	91,404	27.2%	
Milwaukee	105,599	32.0%	
Nashville	101,932	40.0%	
Columbus	(10) 110,547	(2)	42.4%
Kansas City	116,128	38.9%	
Cleveland	117,272	(16)	22.3%
Indianapolis	90,994	40.4%	
Louisville	(16) 44,760	(1)	49.9%
Cincinnati	75,611	37.1%	



Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

Indicator 1.04: Race and Ethnicity

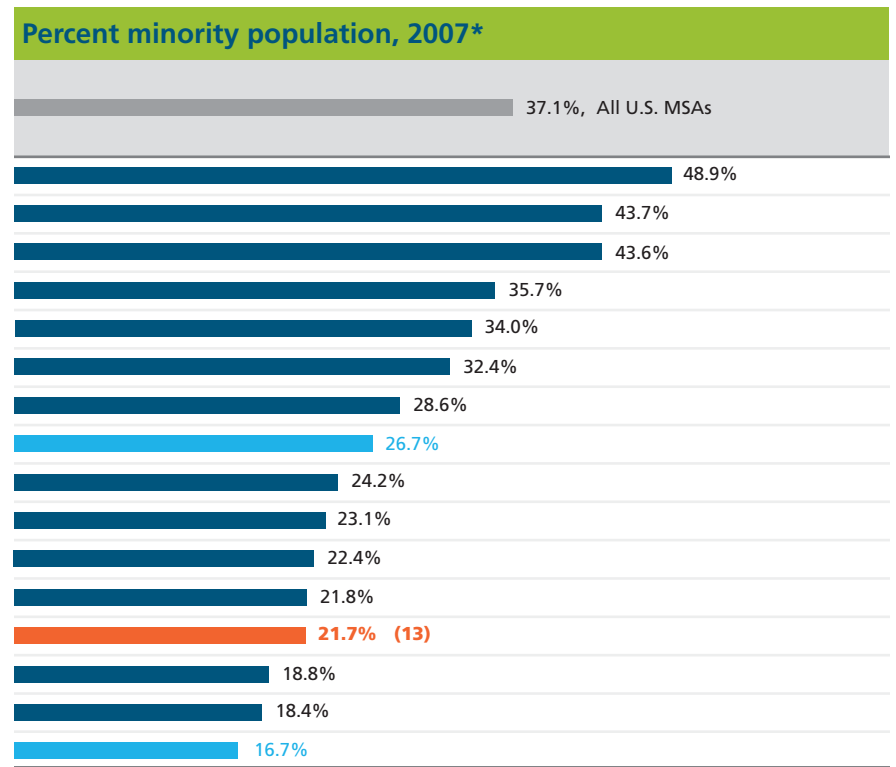
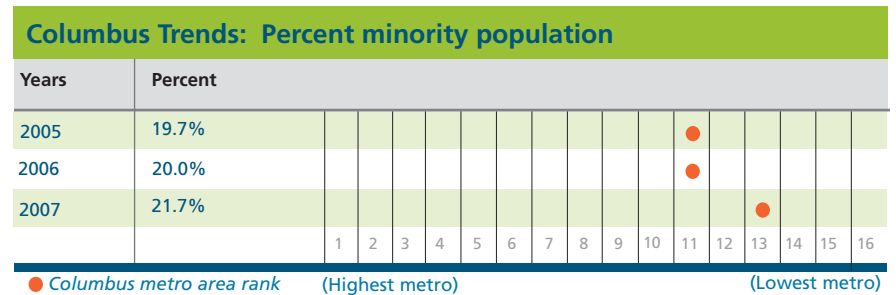
This indicator includes data from the American Community Survey on the racial and ethnic diversity of the metro areas. These data reflect self-identification by people according to the race or races with which they most closely identify. The percentages in the data table do not total 100% for two reasons. First, there are additional Census race classifications, including “some other race” and “two or more races,” not shown on the table. Second, Hispanic origin is considered to be an ethnicity, not a race. Persons of Hispanic origin may be “of any race” (i.e. Hispanic white, Hispanic black, etc.).

Population race and ethnicity, 2007				
Metro Area	White	Black or African American	Asian	Hispanic or Latino (of any race)
San Diego	70.1%	5.0%	(1) 10.3%	(1) 30.3%
Chicago	(16) 63.2%	17.7%	5.3%	19.5%
Austin	68.4%	7.5%	4.4%	29.9%
Charlotte	68.3%	(1) 23.2%	2.6%	8.5%
Raleigh	69.0%	20.3%	3.6%	8.7%
Jacksonville	71.3%	21.9%	2.9%	5.7%
Milwaukee	74.3%	16.2%	2.6%	8.2%
Cleveland	75.7%	19.6%	1.8%	4.0%
Nashville	79.1%	15.7%	2.0%	5.3%
Kansas City	80.7%	12.0%	2.0%	4.6%
Indianapolis	79.8%	14.2%	1.8%	4.6%
Portland	83.2%	(16) 2.7%	5.2%	10.1%
Columbus	(6) 80.0%	(9) 13.8%	(7) 3.0%	(T-14) 2.8%
Louisville	82.9%	13.2%	(16) 1.3%	2.8%
Minneapolis	84.1%	6.5%	4.9%	4.6%
Cincinnati	(1) 84.2%	11.7%	1.7%	(16) 1.7%

Source: U.S. Census Bureau, American Community Survey

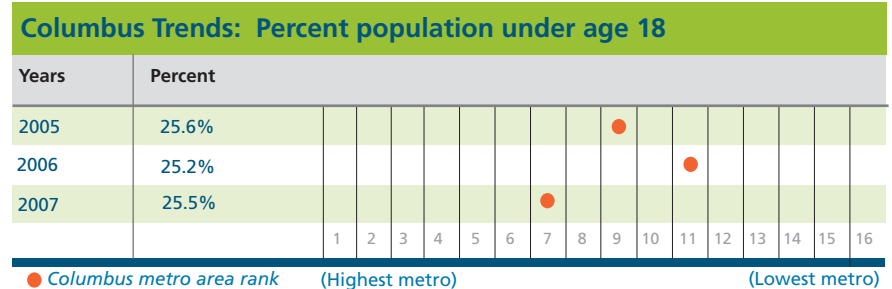
(#) Ranked from highest (1) to lowest (16)

*All racial groups except white. Only non-white Hispanics are included.

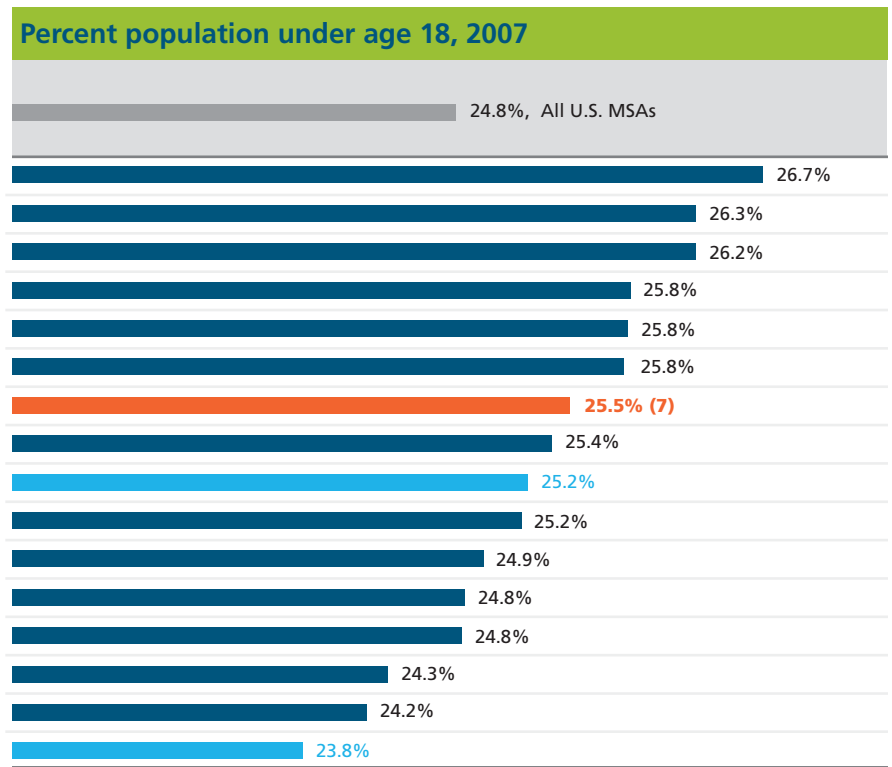


Indicator 1.05: Youth Population

This indicator includes data from the American Community Survey on the number and percent of individuals in the metro areas under the age of 18. The child dependency ratio is a ratio of the population under age 18, who typically are economically inactive, to the working age population (ages 18 to 64).



Population under age 18, 2007			
Metro Area	Total population under age 18	Child dependency ratio	
Indianapolis	452,961	(1)	0.425
Charlotte	433,555		0.408
Raleigh	(16) 275,529		0.399
Kansas City	511,832		0.411
Chicago	(1) 2,459,883		0.408
Austin	411,294		0.386
Columbus	(9) 446,855	(8)	0.395
Minneapolis	813,548		0.392
Cincinnati	538,010		0.401
Milwaukee	388,750		0.402
San Diego	741,405		0.390
Jacksonville	321,778		0.389
Nashville	377,269	(T-15)	0.382
Portland	529,252		0.373
Louisville	297,479	(T-15)	0.382
Cleveland	499,140		0.386



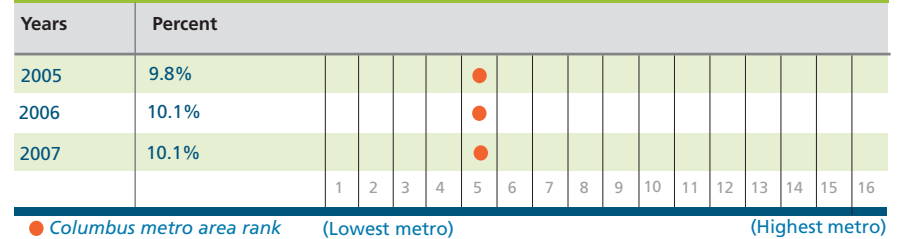
Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

Indicator 1.06: Senior Population

This indicator includes data from the American Community Survey on the number and percent of individuals in the metro areas age 65 and older. The old-age dependency ratio is a ratio of the population age 65 and over, who typically become economically dependent, to the working age population (ages 18 to 64).

Columbus Trends: Percent population age 65 and older



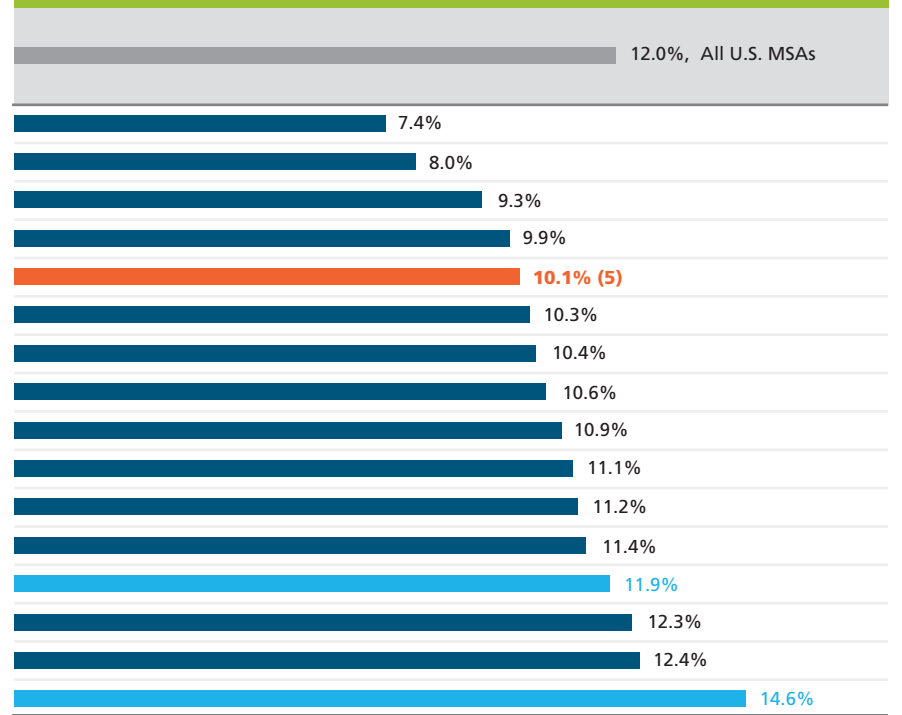
Population age 65 and older, 2007

Metro Area	Total population age 65 and older		Old-age dependency ratio	
Austin		117,582	(1)	0.110
Raleigh	(1)	83,813		0.121
Charlotte		153,900		0.145
Minneapolis		316,754		0.152
Columbus	(7)	176,573	(5)	0.156
Nashville		156,297		0.158
Portland		225,662		0.159
Indianapolis		179,575		0.169
Chicago	(16)	1,038,166		0.172
San Diego		330,720		0.174
Kansas City		222,616		0.179
Jacksonville		147,670		0.189
Cincinnati		253,667		0.189
Milwaukee		189,670		0.196
Louisville		152,722		0.196
Cleveland		305,341	(16)	0.236

Source: U.S. Census Bureau, American Community Survey

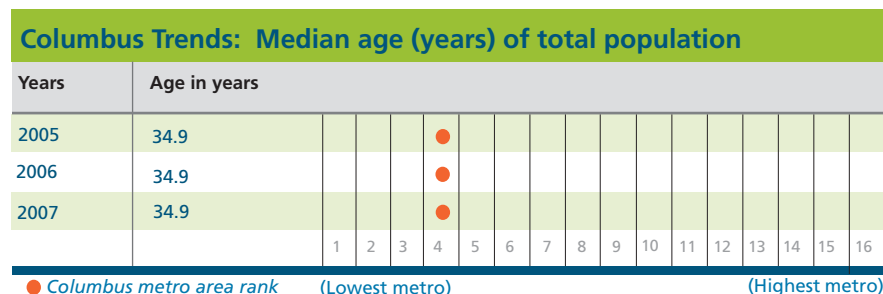
(#) Ranked from lowest (1) to highest (16)

Percent population age 65 and older, 2007



Indicator 1.07: Median Age

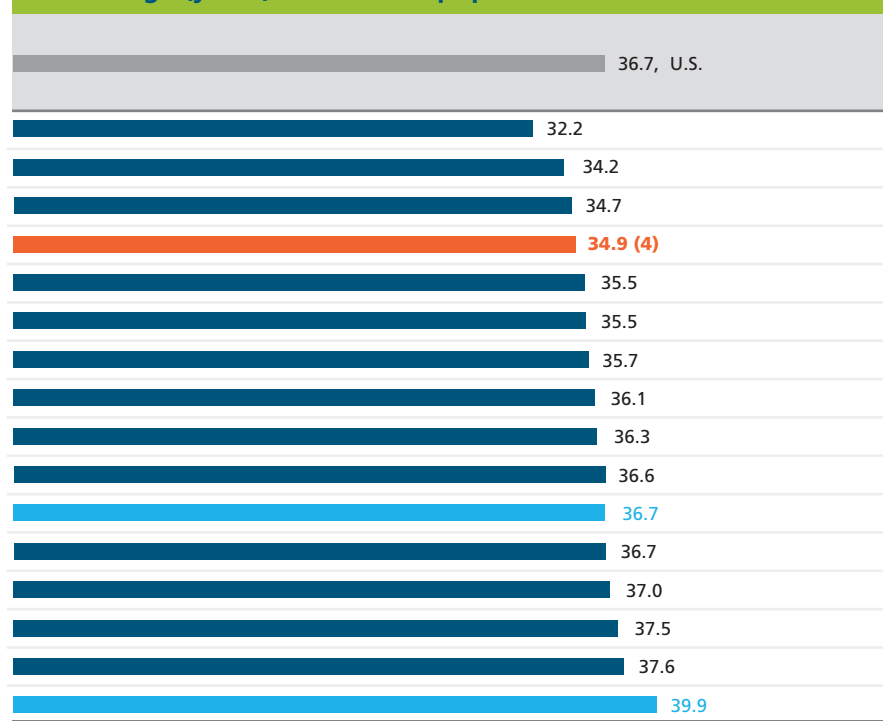
This indicator includes data from the American Community Survey on the median age of the metro area populations. The median age, which is expressed in years, is the age that divides the population into two equal-size groups. Half the population is older than the median age and half is younger. This indicator includes median age data for the total population, as well as the median age for selected racial and ethnic subgroups.



Median age (years) by race and ethnicity, 2007*

Metro Area		White	Black or African American	Asian	Hispanic
Austin	(1)	35.0	29.8	32.0	26.9
San Diego		36.4	30.0	36.4	26.1
Raleigh		37.0	31.3	33.8	26.3
Columbus	(3)	36.6	(3) 29.5	(5) 32.7	(T-5) 25.8
Chicago		38.0	30.7	33.9	26.5
Charlotte		38.9	32.2	35.1	26.8
Indianapolis		37.2	31.4	35.8	26.1
Nashville		37.8	29.7	33.3	25.8
Minneapolis		38.6	(1) 26.9	(1) 29.4	25.6
Kansas City		38.2	31.2	33.6	26.2
Cincinnati		37.9	32.2	34.0	25.7
Portland		38.6	31.1	35.5	26.0
Jacksonville		39.9	30.5	(16) 36.6	(16) 30.3
Milwaukee		41.8	27.3	30.8	(1) 25.5
Louisville		39.7	31.7	32.5	25.9
Cleveland	(16)	42.0	(16) 33.5	35.2	27.9

Median age (years) of the total population, 2007



Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16)

*See Indicator 1.04 for Census definitions of race and ethnicity

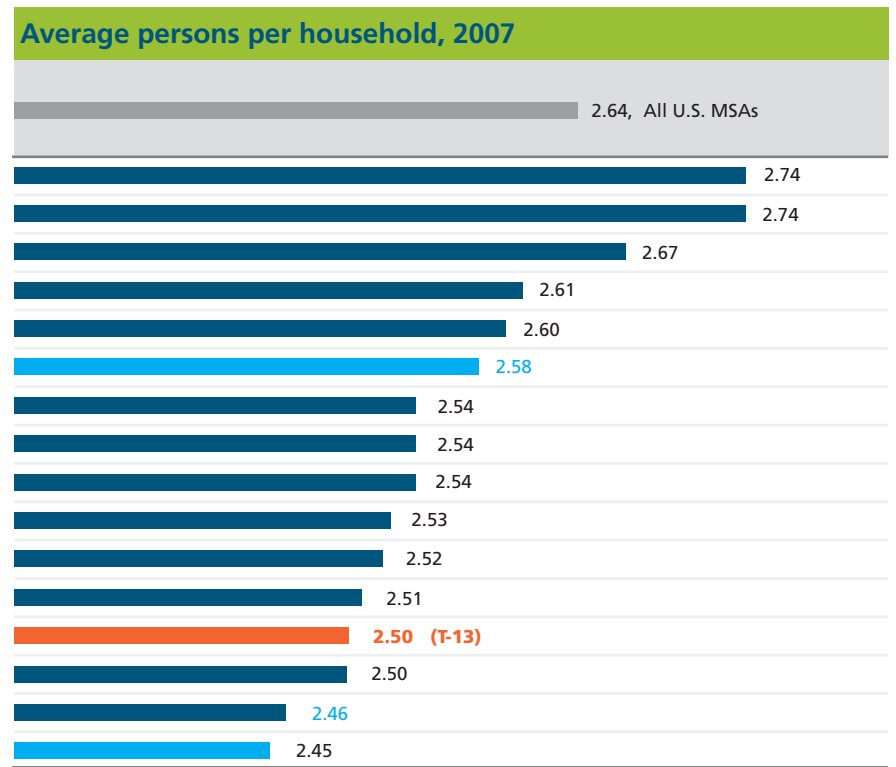
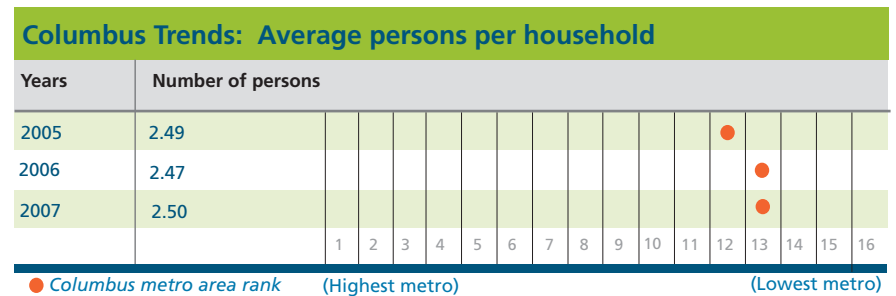
Indicator 1.08: Households

This indicator includes data from the American Community Survey on the number and type of households in the metro areas. A household is defined as an occupied housing unit, and households are categorized into types based on the characteristics of the primary householder and their relationship with others in the household. Examples of household types include married couples, persons living alone, and female-headed households with children. Average household size is calculated by dividing the total number of people living in households in an area by the total number of households.

Number and percent of households by type, 2007				
Metro Area	Total households	Married couple households	Persons living alone	Female-headed households with children*
San Diego	1,045,265	49.0%	(16) 25.9%	7.7%
Chicago	(1) 3,412,058	48.8%	27.6%	8.9%
Austin	583,598	46.9%	29.0%	8.0%
Raleigh	(16) 393,260	(1) 52.7%	27.1%	8.1%
Portland	833,728	48.9%	28.7%	7.2%
Cincinnati	808,000	49.5%	29.0%	8.8%
Nashville	585,076	49.2%	28.2%	8.6%
Charlotte	638,709	49.3%	27.2%	8.9%
Indianapolis	657,445	49.3%	27.8%	9.1%
Kansas City	771,959	50.4%	27.6%	8.5%
Minneapolis	1,246,042	51.1%	27.7%	(1) 7.1%
Jacksonville	506,456	49.4%	26.4%	9.3%
Columbus	(8) 684,217	(12) 47.3%	(7) 28.6%	(T-11) 9.1%
Milwaukee	605,769	46.8%	29.6%	9.3%
Louisville	490,447	47.2%	29.8%	9.3%
Cleveland	835,704	(16) 45.6%	(1) 31.4%	(16) 9.8%

Source: U.S. Census Bureau, American Community Survey,

(#) Ranked from highest (1) to lowest (16)
except (*) ranked from lowest to highest



Section 2: Economic Strength

This section includes indicators of industries and occupations, business growth, size and ownership, productivity, investment, and employment and the workforce that describe the strength of the metro area economies.

The following are the Economic Strength indicator categories:

- | | |
|-----------------------------------------------|-----------------------------------------|
| 2.01 Business Firms | 2.10 Female Business Ownership |
| 2.02 New Small Business Establishments | 2.11 Gross Metropolitan Product |
| 2.03 Venture Capital Investment | 2.12 Income and Wages |
| 2.04 Industry Sector Employment | 2.13 Occupations |
| 2.05 Employment Change by Industry | 2.14 Workforce |
| 2.06 Fortune 1,000 Companies | 2.15 Unemployment |
| 2.07 Small Business Firms | 2.16 Higher Education Enrollment |
| 2.08 High Tech Industries | 2.17 Educational Attainment |
| 2.09 Minority Business Ownership | 2.18 Brain Gain |

Economic Strength Overview

Business Firms

Between 2005 and 2006, the number of business firms in the Columbus metro area decreased 0.1%, ranking 12th among the 16 metro areas. The greatest increases in number of firms were in Raleigh (4.0%) and Austin (3.6%). Cleveland, Kansas City, Cincinnati, and Milwaukee experienced the greatest decreases in the number of business firms during this period. The average change across metro areas in the U.S. was an increase of 0.9%.

New Small Business Establishments

From 2005 to 2006, Columbus ranked 13th in the number of new small business (under 20 employees) establishments per 1,000 total establishments (75 births). Jacksonville, San Diego, Raleigh, Portland, and Austin had over 100 small business establishment births per 1,000. Unchanged from 2003-2004, Cincinnati, Milwaukee, and Cleveland ranked below Columbus.

Venture Capital Investment

Between 1998 and 2008, Columbus had \$778 million in venture capital investment and ranked 11th on a per capita basis (\$444). Venture capital per capita was highest in the Austin, Raleigh, and San Diego metro areas, with investments that ranged from \$4,216 to \$4,996 per capita. Milwaukee and Kansas City had investments of under \$300 per capita.

Industry Sector Employment and Growth

In 2007, the Columbus area ranked 3rd among the 16 metro areas in the percent of employment in the transportation, warehousing, and utilities sector; 4th in financial activities, professional and business services, and government; and 6th in retail trade. Columbus ranked lower in the percent of employment in the sectors of wholesale trade (15th), education and health services, and manufacturing (both sectors at 11th).

Columbus again led all metro areas in percent employment growth in the transportation, warehousing and utilities sector as growth accelerated to 57.4% between 1998 and 2007. Columbus also ranked 6th in the employment change for wholesale trade. However, Columbus ranked 12th in the financial

activities sector with only a 3.5% increase. Employment in manufacturing and retail declined in Columbus by 22.5% and 12.0%, respectively.

Fortune 1,000 Companies

In 2008, the number of Fortune 1,000 companies in the Columbus metro area (15) remained unchanged from 2007, tied for 4th with Cincinnati. The Chicago, Minneapolis, and Cleveland metro areas had the largest numbers (18 or more) of Fortune 1,000 companies, while Austin, Raleigh, and Louisville had four or fewer of these companies.

Small Business Firms

In 2006, 80.3% of all business firms in the Columbus metro area were small businesses (fewer than 20 employees), ranking last among the metro areas. In the Chicago, San Diego, and Portland metro areas, 85.0% or more of all firms were small businesses. Columbus had a high share of firms that were medium-sized, ranking 3rd with 14.3% of all firms. However, it ranked 15th in the share of overall employment that these firms represented.

High Tech Industries

In 2007, the Columbus area had over 37,000 information technology occupations, ranking 5th among the metro areas. The Columbus area's High Tech Location Quotient of 0.78 (a measure of an area's high tech concentration in relationship to the figure for the U.S.) ranked it 10th among the metro areas, down one spot from the previous year as Milwaukee moved ahead. Austin, Portland, and San Diego had the highest Location Quotients.

Minority Business Ownership

In 2002, 9.7% of Columbus metro businesses were owned by racial minorities or Hispanics, ranking 8th among the metro areas. Columbus ranked 6th in the number of businesses owned by non-Hispanic racial minorities. In the San Diego and Chicago metros, 20.0% or more of all businesses were owned by racial or ethnic minorities. Louisville, Minneapolis, and Cincinnati ranked lowest (below 7.0%) in percent of minority-owned businesses.

Female Business Ownership

Columbus ranked 6th in the percent of female-owned businesses, which represented 29.5% of all businesses in the metro area in 2002. The figures for the 16 metro areas ranged from Portland, with 31.6% female business ownership, to Nashville, with 25.7%. Portland, Jacksonville, and San Diego had the highest percentages of female business ownership (above 30.0%), while Cleveland, Charlotte, and Nashville had the lowest (below 27.0%).

Gross Metropolitan Product

In 2007, the Columbus metro area had a gross metropolitan product (GMP) of \$90.4 billion, ranking 10th among the metro areas, and a GMP per capita of \$51,529, ranking 6th. The metro areas with the highest GMP per capita were Charlotte, Minneapolis, and Indianapolis (above \$55,000), while Jacksonville was the lowest (below \$45,000).

Income and Wages

In 2007, the Columbus metro area had a mean hourly wage for a full-time worker of \$20.83, ranking 10th among the 13 metro areas. The areas with the highest wages (\$23.00 or more) were Minneapolis, Chicago, San Diego, and Raleigh.

Per capita income for the Columbus metro area was \$27,076 in 2007. When the per capita incomes for the other 15 metro areas were adjusted to the Columbus area cost of living, Columbus ranked 10th, passing Nashville from the previous year. Minneapolis, Charlotte, and Milwaukee had the highest adjusted per capita income (\$30,000 and above), while San Diego had the lowest (\$20,994). Adjusted to Columbus cost of living, the U.S. per capita income was \$25,981.

Occupations

In 2007, compared to the other 15 metro areas, the Columbus area ranked 4th in the percent of all jobs in sales and office occupations and 5th in management, professional, and related occupations. The Columbus area's lowest ranking was in the percent of jobs in construction, extraction,

maintenance, and repair occupations (15th).

Workforce and Unemployment

In 2007, the Columbus metro area had a 76.2% workforce participation rate, ranking 12th among the metro areas. The highest workforce participation rate was in Minneapolis (81.7%), followed by Kansas City (78.8%). Columbus ranked 7th in the percent of population that was of prime working age (22-54) and tied for 2nd in the percent of population that was age 25-34.

In November 2008, the Columbus metro area had 56,700 unemployed persons and an unemployment rate of 5.8%, lower than the U.S. rate of 6.5% and ranking 3rd among the 16 metro areas. The areas with the lowest unemployment rates were Austin and Milwaukee at 5.0% and 5.5%, respectively. The highest rates (above 7.0%) were in Portland and Charlotte.

Higher Education Enrollment

In 2007, the Columbus metro area had 108,126 people enrolled in college (ranking 8th) and another 28,130 people enrolled in graduate or professional school (5th). With 80,898, Columbus ranked 3rd in the number of 18-24 year olds enrolled in higher education per 1,000 population (46). Austin and Raleigh tied for 1st among the 16 metro areas each with 47 per 1,000. Jacksonville ranked last with 31 per 1,000.

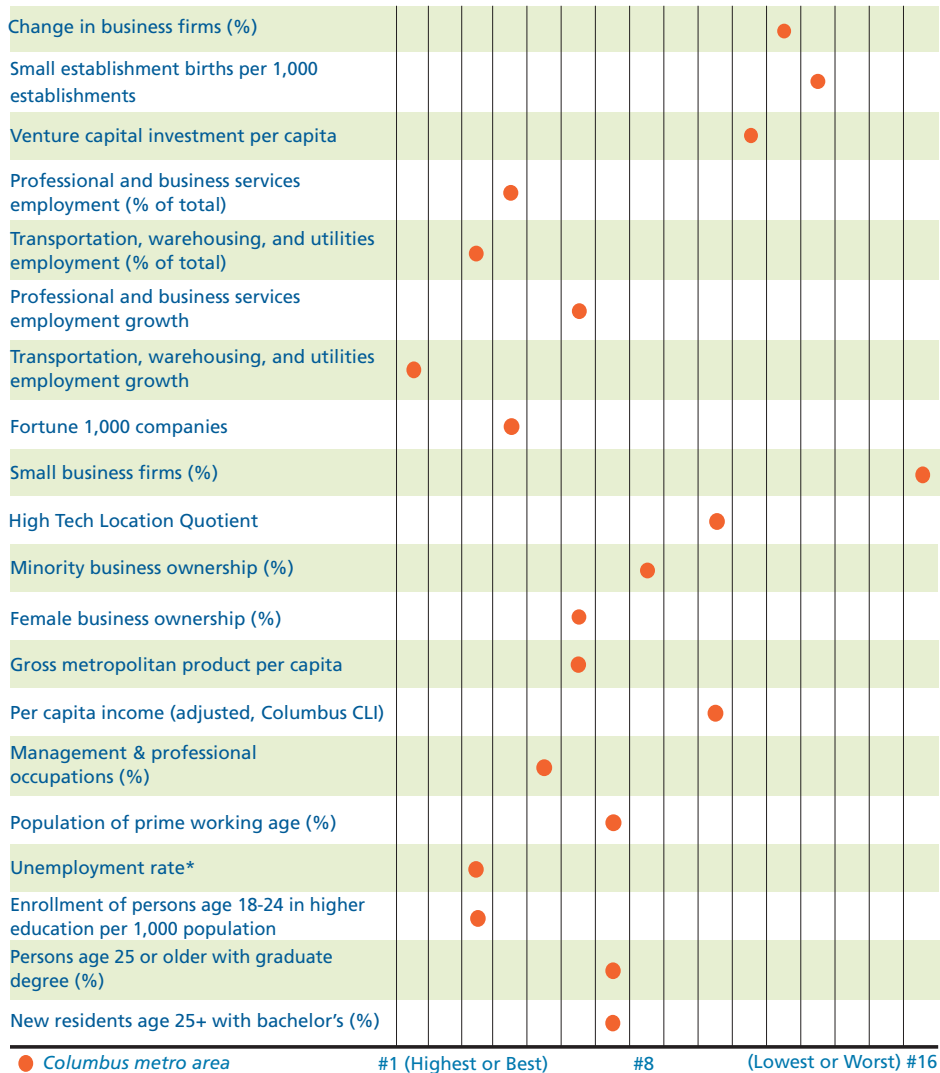
Educational Attainment and Brain Gain

In 2007, 32.4% of the Columbus metro area population age 25 years and older had a bachelor's degree (ranking 7th) and 11.2% had a graduate degree (7th). Austin and Raleigh represented the top two for both of these education levels, while Jacksonville and Louisville had the lowest percentages.

Columbus was better in terms of brain gain, as 32.6% of adults who had moved in from another state or abroad had bachelor's degrees (ranking 1st) and 17.7% had a graduate or professional degree (ranking 7th). Austin, Cleveland, and Chicago had the highest percentages of newcomers with graduate degrees. The lowest were Jacksonville, Nashville and Louisville.

Economic Strength: How Columbus Compares

This figure depicts how the Columbus metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Economic Strength section.



*These indicators are ranked from lowest (#1) to highest (#16).

Patterns across Indicators: Profiles of Metro Areas with High and Low Concentrations of High Tech Industries

The graphic on the next page lines up the 16 metro areas based on their ranking on Indicator 2.08, High Tech Industries, and shows the other indicators in the report that were most similar and least similar in ranking with the high tech indicator. Austin, Portland, San Diego, Raleigh, and Indianapolis were the metros with the highest concentration of high tech industries (rank 1-5). Louisville, Cleveland, Charlotte, Jacksonville, and Cincinnati had the lowest (rank 12-16). Columbus ranked 10th place.

Indicators most similar to the high tech indicator

Rankings for the high tech location quotient were similar to rankings for immigrant populations (1.03), median age (1.07), persons per household (1.08), and persons 25+ with a graduate degree (2.17). Metro areas with high concentrations therefore tended to have more diverse and younger populations. These metro areas also had high household incomes (3.02 and 3.03) and more Wi-Fi hotspots (4.13).

Indicators least similar to the high tech indicator

Rankings for high tech location quotient were least similar to rankings for several housing and transportation indicators. In areas with high concentrations of high tech industries, housing was less affordable (3.13) and homeownership rates were lower (3.12). These areas also experienced more traffic congestion (4.10) with longer commutes (4.11) and less use of public transportation (4.09).

The Columbus Profile

Columbus was more like a metro with a high concentration of high tech industries with its younger population (1.07) and its high percentage of management and professional occupations (2.13). Columbus was more like a metro area with a low concentration of high tech industries with lower income levels (3.02 and 3.03) but also more housing affordable to median income buyers (3.13).

Patterns Across Indicators: High Tech Location Quotient

		Ranking most similar to High Tech Location Quotient										Ranking least similar to High Tech Location Quotient										
		2.08 High tech location quotient	1.03 Foreign-born population (%)	1.07 Median age*	1.08 Persons per household	2.13 Management & professional occupations (%)	2.17 Persons 25+ with graduate degree (%)	3.02 Median household income (%)	3.03 Households with income \$75,000+ (%)	3.10 Tax returns claiming Earned Income Tax Credit (%)*	4.02 Adults who smoke (%)*	4.13 People per Wi-Fi hotspot*	2.04 Transportation, warehousing, and utilities (% of total employment)	2.05 Transportation, warehousing, and utilities employment growth and income (%)	3.01 Investment income as % of total	3.12 Owner occupied housing buyers (%)	3.13 Housing affordable to median income (%)*	4.03 Adults without health insurance (% change)	4.10 Traffic congestion usage	4.11 Workers who commute 25+ minutes (%)		
Metro Area																						
More High Tech ↑ ↓ Less High Tech	Austin	1	3	1	3	2	1	5	5	8	4	2	16	2	10	15	15	11	16	12	14	12
	Portland	2	4	11	5	7	6	6	6	2	1	1	10	10	5	14	13	13	9	13	7	8
	San Diego	3	1	2	1	4	3	2	2	5	2	5	15	12	3	3	16	14	11	2	15	10
	Raleigh	4	5	3	4	1	2	4	4	6	5	8	14	7	12	7	9	8	14	1	10	11
	Indianapolis	5	14	7	9	10	11	9	11	12	14	6	2	3	11	11	4	1	8	16	5	6
	Kansas City	5	12	10	10	8	8	7	7	4	7	4	5	11	13	8	6	15	6	4	2	4
	Minneapolis	7	7	9	11	3	5	1	1	1	3	3	11	16	2	12	1	6	2	3	8	9
	Chicago	8	2	5	2	11	4	3	3	10	8	9	6	13	7	4	7	12	13	10	16	16
	Milwaukee	9	9	14	14	9	9	11	9	3	11	7	12	14	4	6	14	10	1	15	3	1
	Columbus	10	11	4	13	5	7	13	12	9	9	13	3	1	15	13	12	4	7	14	11	3
	Nashville	11	10	8	7	14	14	14	14	13	12	15	9	4	16	16	3	16	12	7	12	15
	Cincinnati	12	16	11	6	13	12	10	10	7	16	16	8	8	6	9	5	3	5	6	4	5
	Jacksonville	13	8	13	12	15	16	12	13	16	13	10	4	9	1	1	8	9	10	9	13	14
	Charlotte	14	6	5	8	6	13	8	8	15	6	11	7	6	14	2	11	7	15	11	9	13
	Cleveland	15	13	16	16	12	10	15	15	11	9	14	13	15	9	5	10	2	3	8	1	7
	Louisville	16	15	15	15	16	15	16	16	14	15	12	1	5	8	10	2	5	4	5	6	2

Ranking is highest (1) to lowest (16), except for (*) ranked lowest (1) to highest (16); the rankings in this graphic are based on unrounded data and may vary slightly from those in the individual indicator pages

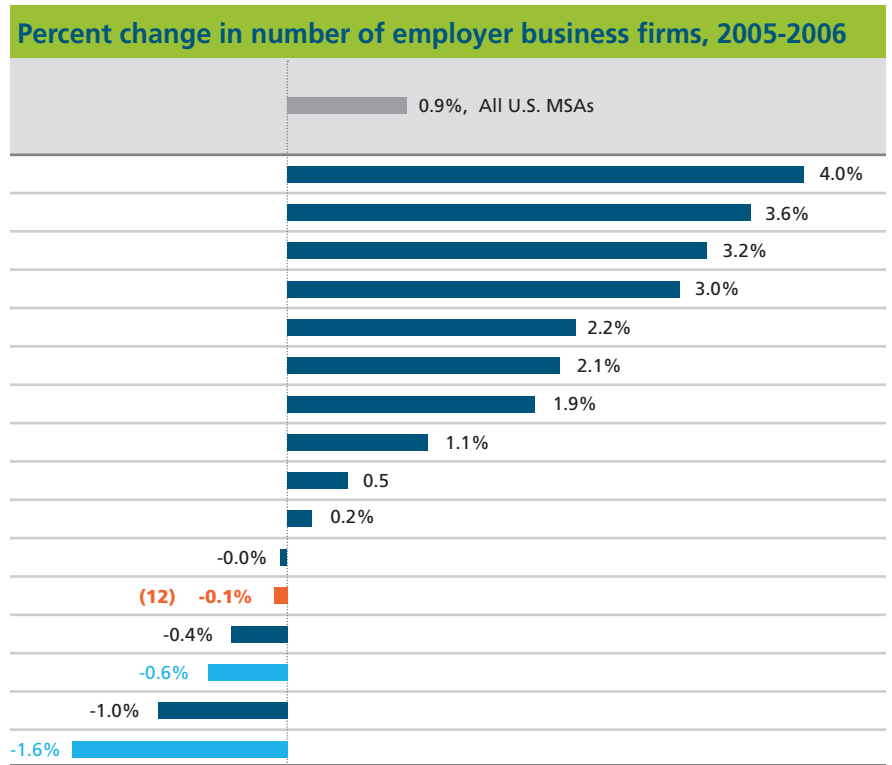
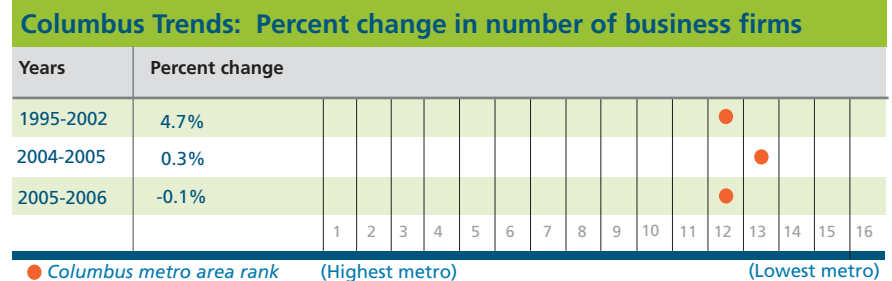
Indicator 2.01: Business Firms

This indicator includes data on employer business firms from the Census Bureau's Statistics of U.S. Businesses, as reported by the Small Business Administration. An **employer firm** is a business organization, under common ownership or control and with one or more establishments, that has some annual payroll. An **establishment** is a physical location where business is conducted or services or operations are performed. Multi-establishment firms in the same industry within a metro area are counted as one firm. **Employment** consists of all full- and part-time employees on the payroll in the pay period including March 12. Beginning with 2004 data, the SBA uses current metro area boundaries, which limits comparison to previous data.

Employer business firms and employment change, 2006			
Metro Area		Total employer firms, 2006	Employer firms, employment change, 2005-2006
Raleigh	(16)	23,791	4.4%
Austin		30,768	4.8%
Jacksonville		28,844	5.2%
Charlotte		35,691	5.4%
Nashville		30,049	(1) 5.7%
Portland		52,563	4.1%
San Diego		65,915	3.6%
Indianapolis		34,288	2.8%
Chicago	(1)	200,814	2.0%
Louisville		24,933	1.6%
Minneapolis		77,029	1.4%
Columbus	(11)	31,585	(15) 1.1%
Milwaukee		33,230	1.2%
Cincinnati		37,847	3.2%
Kansas City		42,553	2.4%
Cleveland		45,765	(16) 0.6%

Source: Small Business Administration, Office of Advocacy

(#) Ranked from highest (1) to lowest (16)



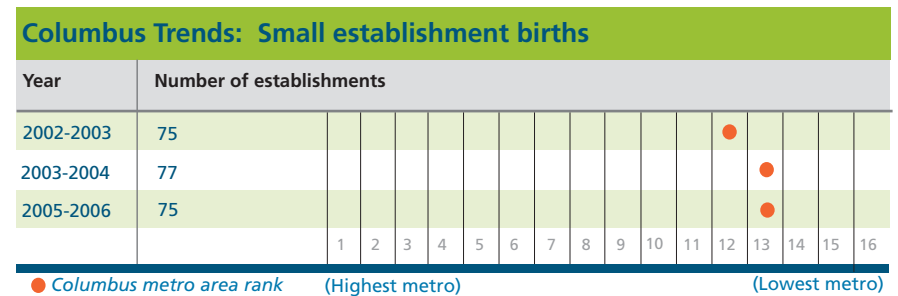
Indicator 2.02: New Small Business Establishments

This indicator includes data on employer business establishment births from the Census Bureau's Statistics of U.S. Businesses, as reported by the Small Business Administration (SBA). "Births" are defined as establishments that have zero employment in the first quarter of the initial year and positive employment in the first quarter of the subsequent year. For the purposes of this report, a small business establishment is defined as one with fewer than 20 employees. This varies from SBA standards, which label such establishments as "very small" and applies the "small" label to establishments with fewer than 500 employees.

New business establishments, number and employment, 2005-2006*				
Metro Area	Number of new establishments	Employment from new establishments, per 1,000 total employment	Establishment birth to death ratio	
Jacksonville	3,454	20	(1)	1.34
San Diego	7,411	(1) 21		1.19
Raleigh	2,446	20		1.30
Portland	5,583	20		1.29
Austin	3,268	19		1.27
Charlotte	3,636	16		1.25
Kansas City	4,356	15		1.15
Minneapolis	7,324	13		1.17
Chicago	(1) 18,674	14		1.14
Nashville	2,944	15		1.12
Indianapolis	3,071	13		1.05
Louisville	(16) 2,077	13	(16)	0.99
Columbus	(13) 2,738	(T-14) 12	(13)	1.03
Cleveland	3,698	13		1.02
Milwaukee	2,624	(16) 11		1.10
Cincinnati	3,074	12		1.01

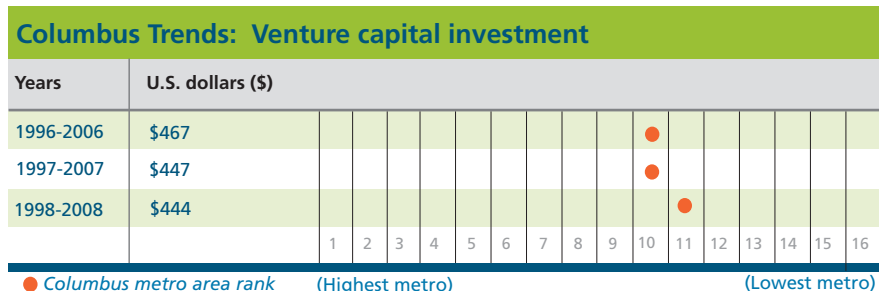
Source: Small Business Administration, Office of Advocacy
 *Includes employer firms only. See Indicator 2.01 for definitions.

(#) Ranked from highest (1) to lowest (16)



Indicator 2.03: Venture Capital Investment

This indicator includes data on venture capital investments from Thomson Financial that provides the basis for the PricewaterhouseCoopers MoneyTree Report, a quarterly study of venture capital investment activity in the United States. Venture capital is a source of financing for start-up companies and new or turnaround ventures that involve investment risk but offer the prospect for above average future profits. This data source uses congressional districts for reporting, which do not align directly with census MSA geographies.



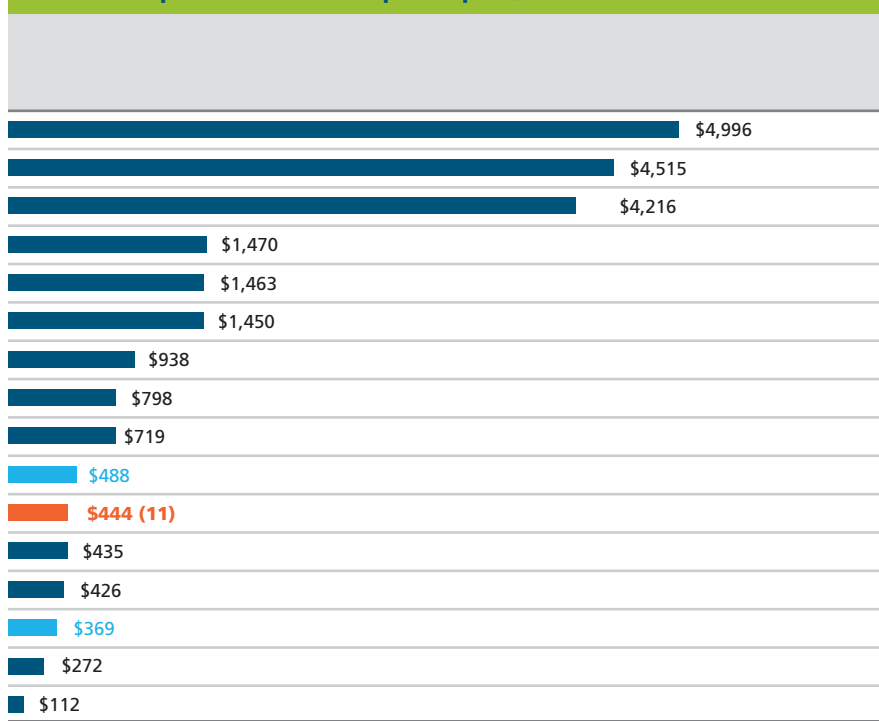
Venture capital investment, 1998-2008

Metro Area	Total investments (in \$ millions)
Austin	7,985
Raleigh	4,730
San Diego	(1) 12,541
Jacksonville	1,912
Portland	3,182
Minneapolis	4,650
Nashville	1,427
Charlotte	1,318
Chicago	6,850
Cleveland	1,023
Columbus	(12) 778
Louisville	537
Indianapolis	722
Cincinnati	787
Kansas City	540
Milwaukee	(16) 173

Source: Thomson Financial

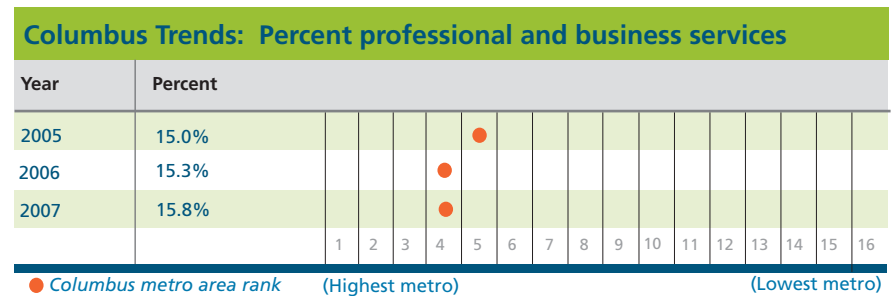
(#) Ranked from highest (1) to lowest (16)

Venture capital investment per capita, 1998-2008



Indicator 2.04: Industry Sector Employment (1 of 2)

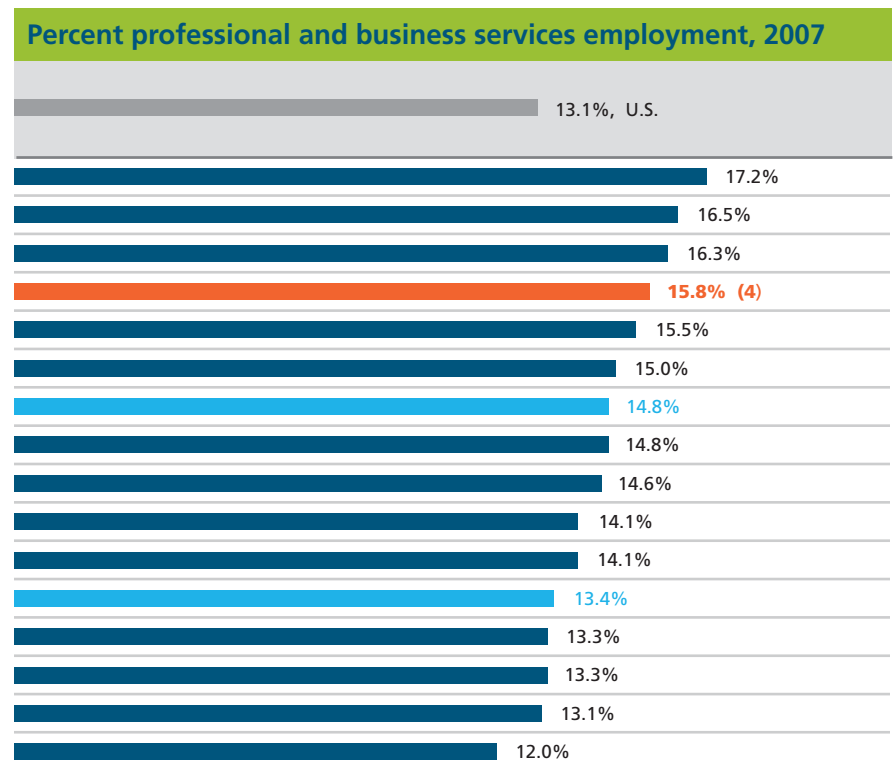
This indicator includes data from the Bureau of Labor Statistics (BLS) on the distribution of employment by industry. The BLS uses the North American Industry Classification, which groups similar establishments into industry groups or sectors. Descriptions of the selected industry sectors used in this indicator are in Appendix B.



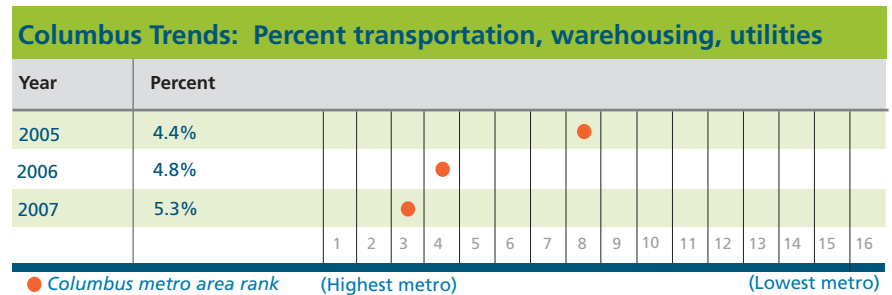
Percent of total employment by industry sector, 2007				
Metro Area	Education and health services	Financial activities	Information	Government
Raleigh	9.7%	(16) 5.1%	3.2%	18.4%
San Diego	9.8%	6.1%	2.9%	17.0%
Chicago	13.0%	7.2%	2.0%	12.5%
Columbus	(T-11) 11.7%	(4) 7.8%	(T-10) 2.0%	(4) 16.6%
Charlotte	(16) 9.0%	9.1%	2.6%	12.2%
Jacksonville	12.3%	(1) 9.4%	1.6%	12.1%
Cincinnati	13.5%	6.3%	(16) 1.5%	12.7%
Minneapolis	14.0%	7.9%	2.4%	13.3%
Kansas City	11.7%	7.4%	(1) 4.2%	14.8%
Indianapolis	12.5%	6.8%	1.8%	13.1%
Austin	10.1%	5.9%	2.9%	(1) 20.6%
Cleveland	16.2%	6.8%	1.7%	13.3%
Milwaukee	(1) 16.3%	6.8%	2.1%	(16) 10.6%
Nashville	14.2%	6.1%	2.5%	13.0%
Portland	12.3%	6.9%	2.4%	13.7%
Louisville	12.5%	6.9%	1.7%	12.8%

Source: Bureau of Labor Statistics, Current Employment Statistics
 Note: All industry sectors are not included, so percentages do not total 100%.

(#) Ranked from highest (1) to lowest (16)



Indicator 2.04: Industry Sector Employment (2 of 2)



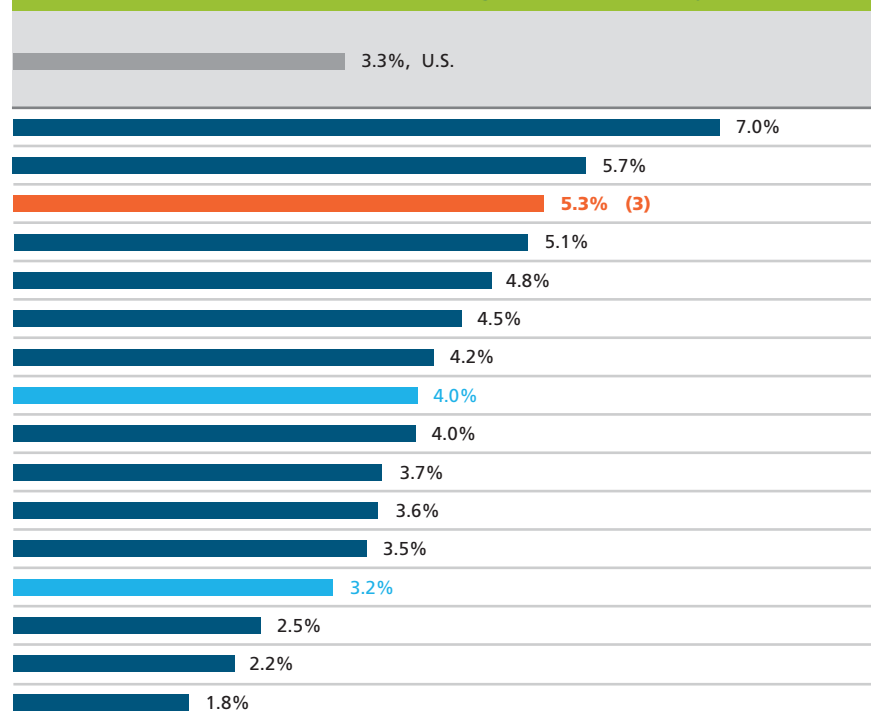
Percent of total employment by industry sector, 2007

Metro Area	Manufacturing	Retail trade	Wholesale trade	Leisure and hospitality
Louisville	12.1%	10.4%	4.9%	9.6%
Indianapolis	10.7%	10.6%	5.2%	9.7%
Columbus	(11) 8.2%	(6) 10.9%	(15) 4.1%	(9) 9.5%
Jacksonville	(16) 5.1%	(1) 12.0%	4.9%	10.3%
Kansas City	8.1%	10.7%	5.0%	9.4%
Chicago	10.6%	10.5%	5.5%	8.9%
Charlotte	9.5%	11.0%	5.7%	9.8%
Cincinnati	11.6%	10.5%	(1) 5.8%	10.2%
Nashville	10.4%	11.5%	4.8%	10.6%
Portland	12.2%	10.6%	5.6%	9.4%
Minneapolis	11.2%	10.4%	4.9%	9.1%
Milwaukee	(1) 15.5%	(16) 9.6%	4.8%	(16) 8.5%
Cleveland	13.3%	10.2%	5.2%	8.7%
Raleigh	6.3%	11.2%	4.3%	9.2%
San Diego	7.8%	11.4%	(16) 3.5%	(1) 12.3%
Austin	7.9%	10.7%	5.4%	10.4%

Source: Bureau of Labor Statistics, Current Employment Statistics
 Note: All industry sectors are not included so percentages do not total 100%

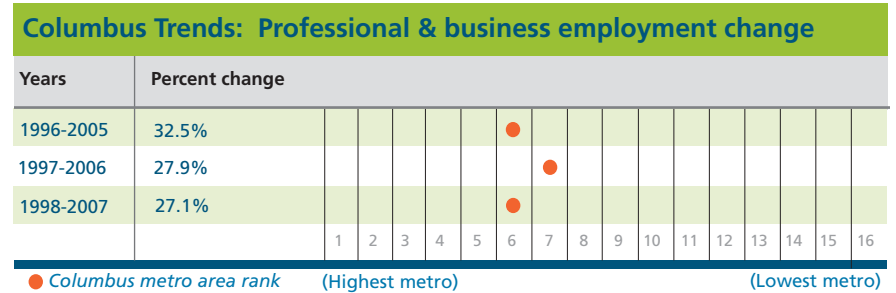
(#) Ranked from highest (1) to lowest (16)

Percent transportation, warehousing, utilities employment, 2007

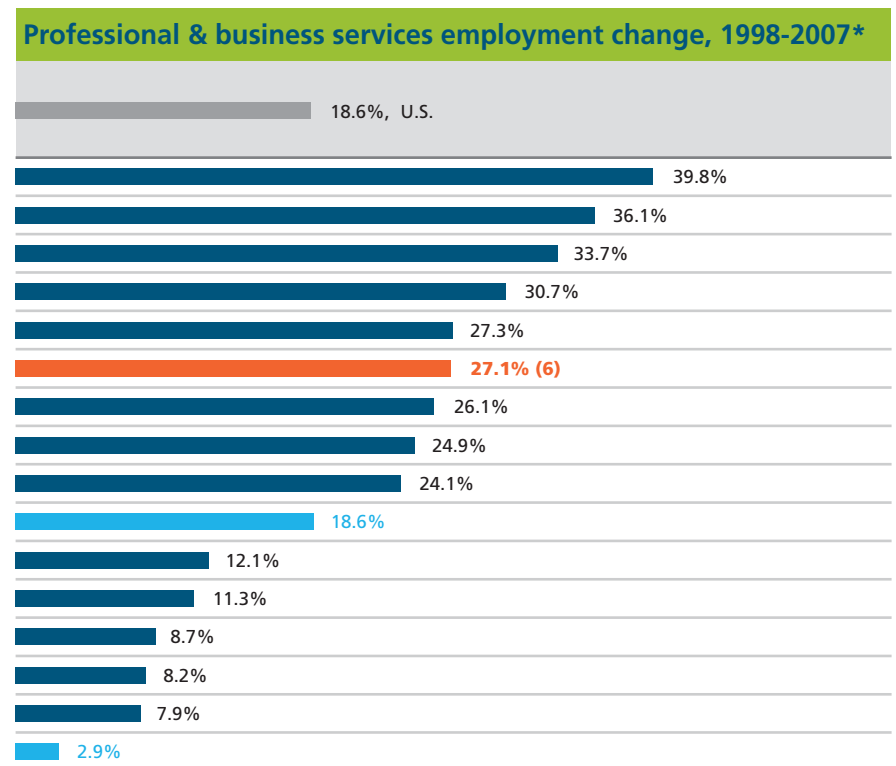


Indicator 2.05: **Employment Change by Industry** (1 of 2)

This indicator uses Bureau of Labor Statistics data to measure the percent employment change (increase or decrease in jobs) for selected industry sectors for the period from 1998 to 2007. Descriptions of the selected industry sectors used in this indicator are in Appendix B.



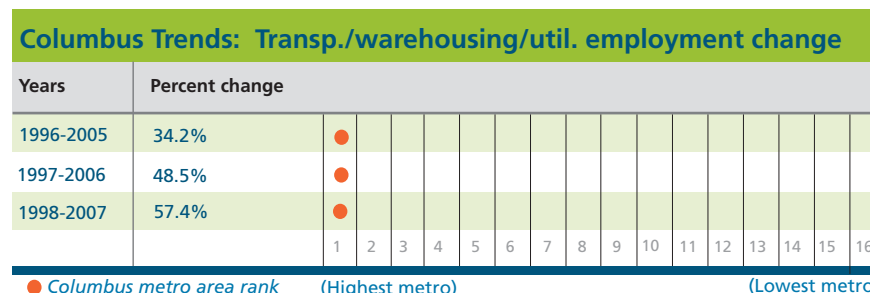
Employment change by industry sector, 1998-2007*				
Metro Area	Education and health services	Financial activities	Information	Government
Austin	35.6%	36.8%	(1) 18.4%	20.3%
Nashville	31.0%	(16) -2.9%	-9.8%	14.5%
Indianapolis	34.1%	2.5%	-2.9%	13.1%
Raleigh	(1) 61.0%	31.2%	-1.8%	(1) 29.6%
Charlotte	49.9%	(1) 51.0%	2.3%	26.9%
Columbus	(9) 28.5%	(12) 3.5%	(8) -6.5%	(9) 11.7%
Louisville	20.1%	19.9%	-13.1%	8.4%
San Diego	20.1%	21.6%	10.5%	14.2%
Jacksonville	34.3%	11.8%	(16) -23.9%	11.1%
Cincinnati	22.4%	19.1%	-22.8%	8.8%
Kansas City	(16) 19.0%	5.6%	-20.7%	14.9%
Portland	30.2%	11.9%	10.3%	15.9%
Chicago	22.7%	4.0%	-20.2%	4.7%
Minneapolis	43.3%	10.5%	-6.2%	7.5%
Milwaukee	20.6%	3.2%	-11.6%	(16) 1.3%
Cleveland	20.1%	1.4%	-23.6%	4.0%



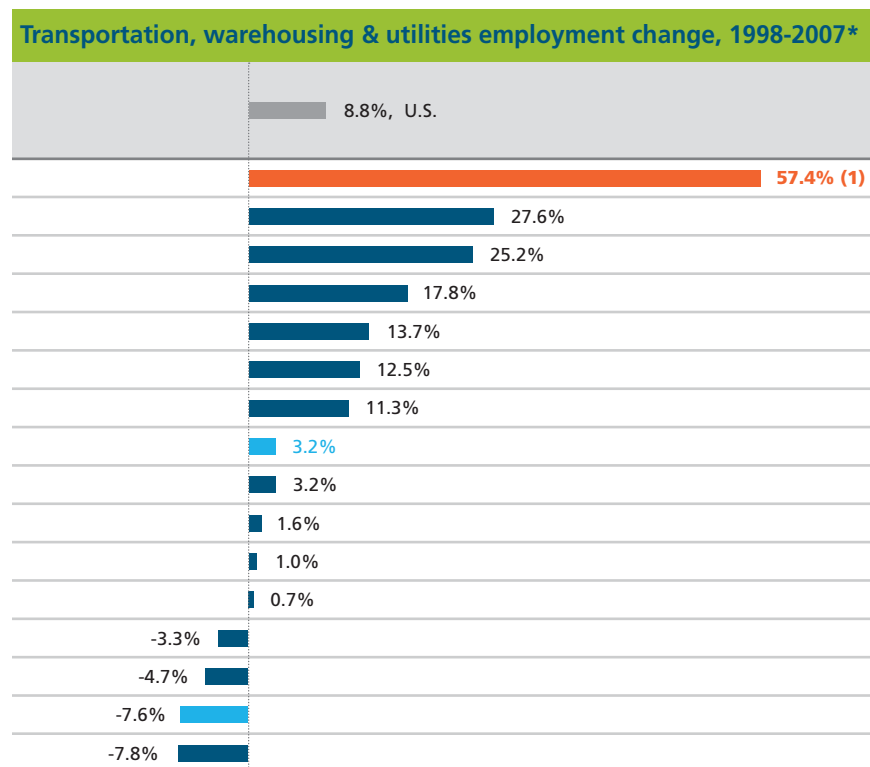
Source: Bureau of Labor Statistics, Current Employment Statistics
 *See Indicator 2.04 for descriptions of the industry sectors.

(#) Ranked from highest (1) to lowest (16)

Indicator 2.05: **Employment Change by Industry** (2 of 2)



Employment change by industry sector, 1998-2007*				
Metro Area	Manufacturing	Retail trade	Wholesale trade	Leisure and hospitality
Columbus	(12) -22.5%	(16) -12.0%	(6) 7.8%	(10) 18.7%
Austin	-23.3%	(1) 32.3%	(1) 56.1%	(1) 44.1%
Indianapolis	-13.1%	4.2%	6.2%	19.1%
Nashville	-14.9%	14.2%	5.2%	24.0%
Louisville	-19.4%	-7.2%	4.4%	(16) 1.3%
Charlotte	-27.9%	22.8%	14.2%	39.2%
Raleigh	(1) -13.0%	20.8%	8.2%	38.9%
Cincinnati	-18.6%	-6.5%	6.8%	18.0%
Jacksonville	-16.8%	14.3%	26.3%	37.1%
Portland	-13.5%	7.9%	7.2%	17.8%
Kansas City	-15.2%	-0.9%	4.9%	7.5%
San Diego	-16.7%	19.0%	30.7%	35.4%
Chicago	-27.8%	2.1%	0.1%	15.7%
Milwaukee	-21.8%	-0.4%	-2.6%	19.9%
Cleveland	(16) -28.2%	-11.8%	(16) -3.3%	2.4%
Minneapolis	-15.1%	3.8%	5.4%	20.3%

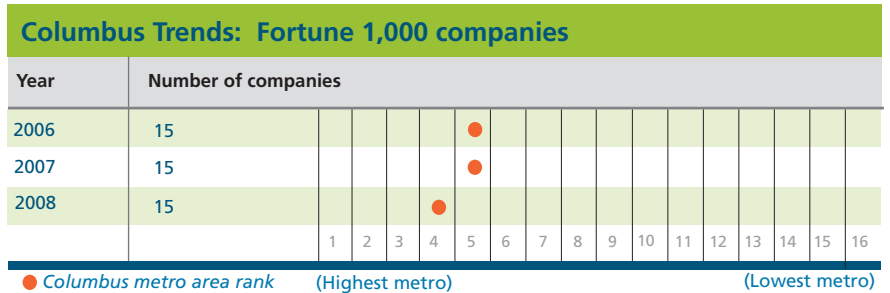


Source: Bureau of Labor Statistics, Current Employment Statistics
 *See Indicator 2.04 for descriptions of the industry sectors.

(#) Ranked from highest (1) to lowest (16)

Indicator 2.06: Fortune 1,000 Companies

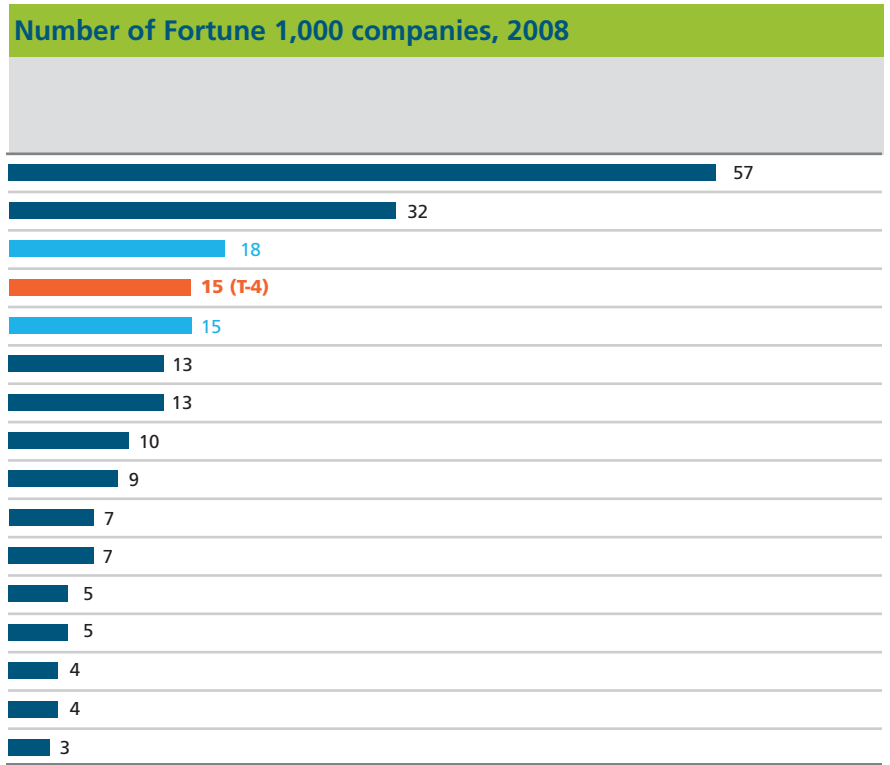
This indicator includes data from the list of Fortune 1,000 companies. The list ranks the 1,000 largest American companies based on revenues. Companies eligible for the list are any for which revenues are publicly available.



Fortune 1,000 companies by total revenues, 2008		
Metro Area		Total revenues (in \$ millions)
Chicago	(1)	\$600,876
Minneapolis		\$430,951
Cleveland		\$105,754
Columbus	(5)	\$170,604
Cincinnati		\$234,424
Charlotte		\$292,130
Milwaukee		\$129,451
Kansas City		\$74,917
Nashville		\$58,052
Jacksonville		\$33,991
Indianapolis		\$93,929
Portland	(16)	\$28,765
San Diego		\$33,867
Louisville		\$42,352
Raleigh		\$17,612
Austin		\$71,651

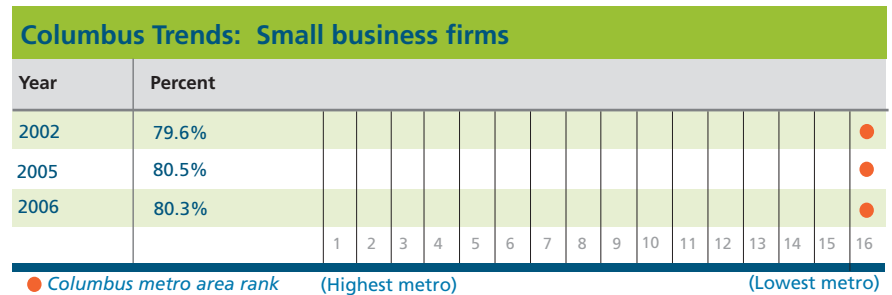
Source: CNN Money.com

(#) Ranked from highest (1) to lowest (16)



Indicator 2.07: Small Business Firms

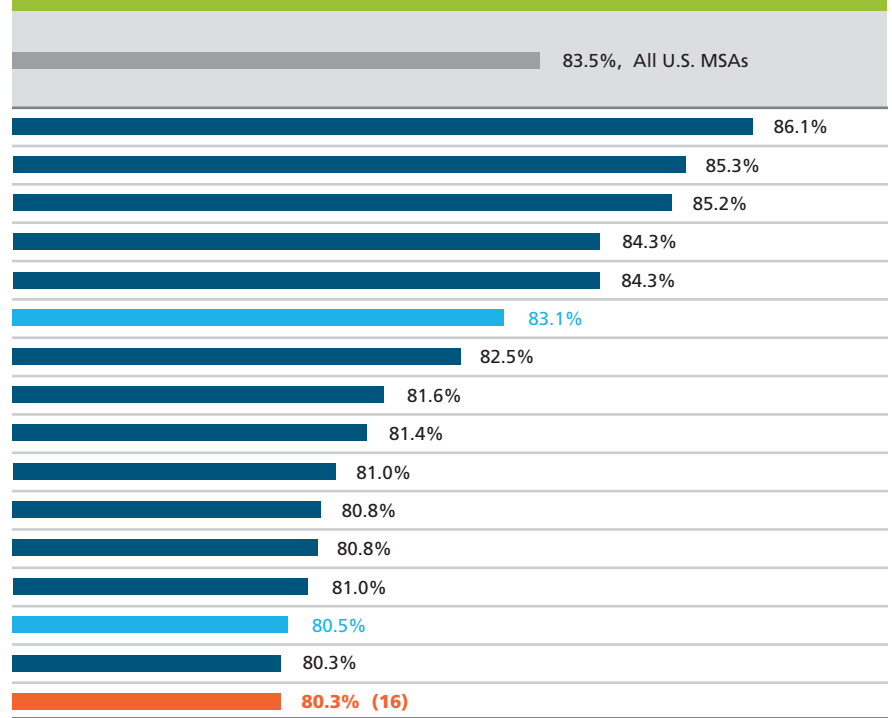
This indicator includes data from the Small Business Administration on small business firms. The data include information on employer business firms and their employment and annual payroll, by firm size. For the purposes of this report, a small business firm is defined as one with fewer than 20 employees. A medium business firm is defined as one with 20 to 499 employees. These definitions vary from SBA standards, which label such establishments as “very small” and “small” respectively.



Firm employment and payroll, percent of total, 2006*

Metro Area	Medium-sized firms (20-499) as percent of all firms*	Medium-sized firms (20-499) employment as a percent of total employment*	Small firms (<20) employment as a percent of total employment*
Chicago	12.0%	32.3%	16.2%
San Diego	11.6%	34.3%	17.8%
Portland	11.4%	33.7%	(1) 19.2%
Jacksonville	(16) 10.4%	(16) 26.9%	16.1%
Minneapolis	12.8%	33.7%	14.8%
Cleveland	13.0%	32.7%	16.7%
Kansas City	13.1%	31.5%	15.8%
Austin	13.1%	31.9%	16.4%
Raleigh	12.7%	32.4%	18.4%
Charlotte	13.4%	28.8%	14.9%
Indianapolis	14.1%	30.9%	14.4%
Louisville	13.8%	33.5%	16.0%
Nashville	13.1%	28.8%	14.7%
Cincinnati	14.7%	31.7%	14.7%
Milwaukee	(1) 15.4%	(1) 35.6%	15.0%
Columbus	(3) 14.3%	(15) 28.7%	(16) 14.2%

Small firms as a percent of all firms, 2006*

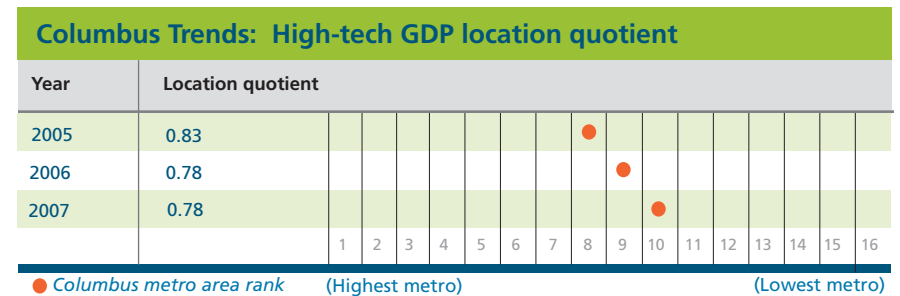


Source: Small Business Administration, Office of Advocacy
 *Includes employer firms only. See Indicator 2.01 for definitions.

(#) Ranked from highest (1) to lowest (16)

Indicator 2.08: High Tech Industries

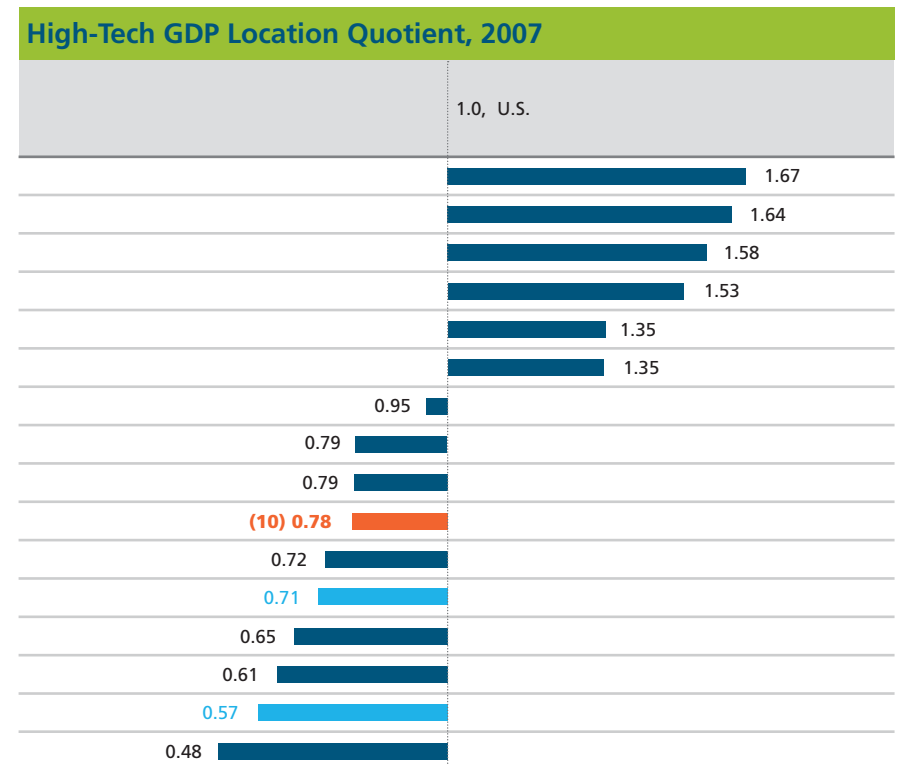
This indicator includes data that provide two perspectives on high tech industries. The first is Bureau of Labor Statistics data on information technology occupations, which include computer, information system, and database occupations. The second source is the Milken Institute's High Tech GDP Location Quotient (LQ). The LQ is a measure of the extent to which a metro area's high tech concentration is above or below the U.S. concentration (LQ = 1.0).



Concentration of information technology occupations, 2007			
Metro Area	Total IT occupations	IT occupations as a percent of all occupations	
Austin	40,510	(1)	5.4%
Portland	30,260		3.0%
San Diego	37,960		2.9%
Raleigh	21,550		4.3%
Indianapolis	21,420		2.4%
Kansas City	34,880		3.5%
Minneapolis	69,960		3.9%
Chicago	(1) 125,760		2.8%
Milwaukee	21,750		2.6%
Columbus	(5) 37,390	(3)	4.1%
Nashville	16,190		2.1%
Cincinnati	26,790		2.6%
Jacksonville	12,360	(T-15)	2.0%
Charlotte	22,990		2.7%
Cleveland	24,020		2.3%
Louisville	(16) 12,320	(T-15)	2.0%

Sources: Bureau of Labor Statistics, Occupational Employment Statistics; Milken Institute, Best Performing Cities

(#) Ranked from highest (1) to lowest (16)



Indicator 2.09: **Minority Business Ownership**

This indicator includes data on minority business ownership from the Census Bureau's Survey of Business Owners (SBO), which is conducted every five years. Minority-owned firms are those where the sole proprietor, or 51% of the ownership in the case of multiple owners, is Black, Hispanic, Asian, Pacific Islander, or American Indian/Alaska Native. Because a business owner may be both a racial minority and of Hispanic ethnicity, there may be some duplication in totals. This indicator uses 2002 Census MSA boundaries for the metro area geographies. New data were not available to update the indicator for the 2009 report (see Appendix A).

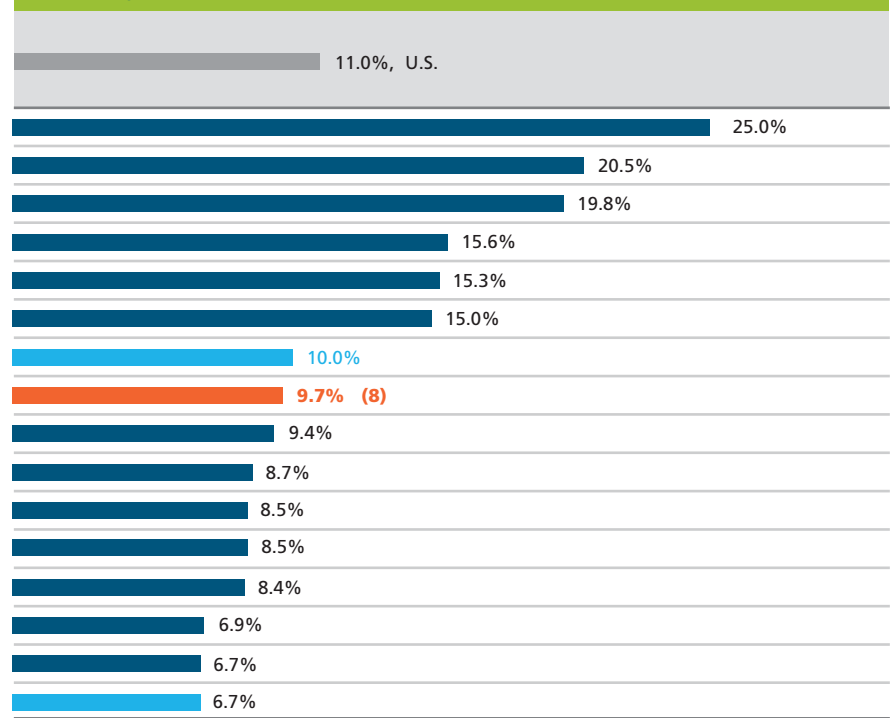
Number of businesses by race and ethnicity of owner, 2002

Metro Area	Number of Hispanic-owned businesses	Number of racial minority-owned businesses
San Diego	32,761	28,361
Chicago	(1) 38,623	(1) 108,722
Austin	13,889	9,709
Raleigh	1,592	10,074
Charlotte	2,657	15,117
Jacksonville	2,979	9,942
Cleveland	1,766	14,337
Columbus	(14) 1,102	(6) 11,612
Milwaukee	1,784	7,760
Portland	3,405	11,175
Kansas City	2,252	10,605
Nashville	1,544	9,165
Indianapolis	1,261	8,947
Louisville	(15) 768	(16) 5,592
Minneapolis	2,966	15,328
Cincinnati	N/A	9,833

Source: U.S. Census Bureau, Survey of Business Owners

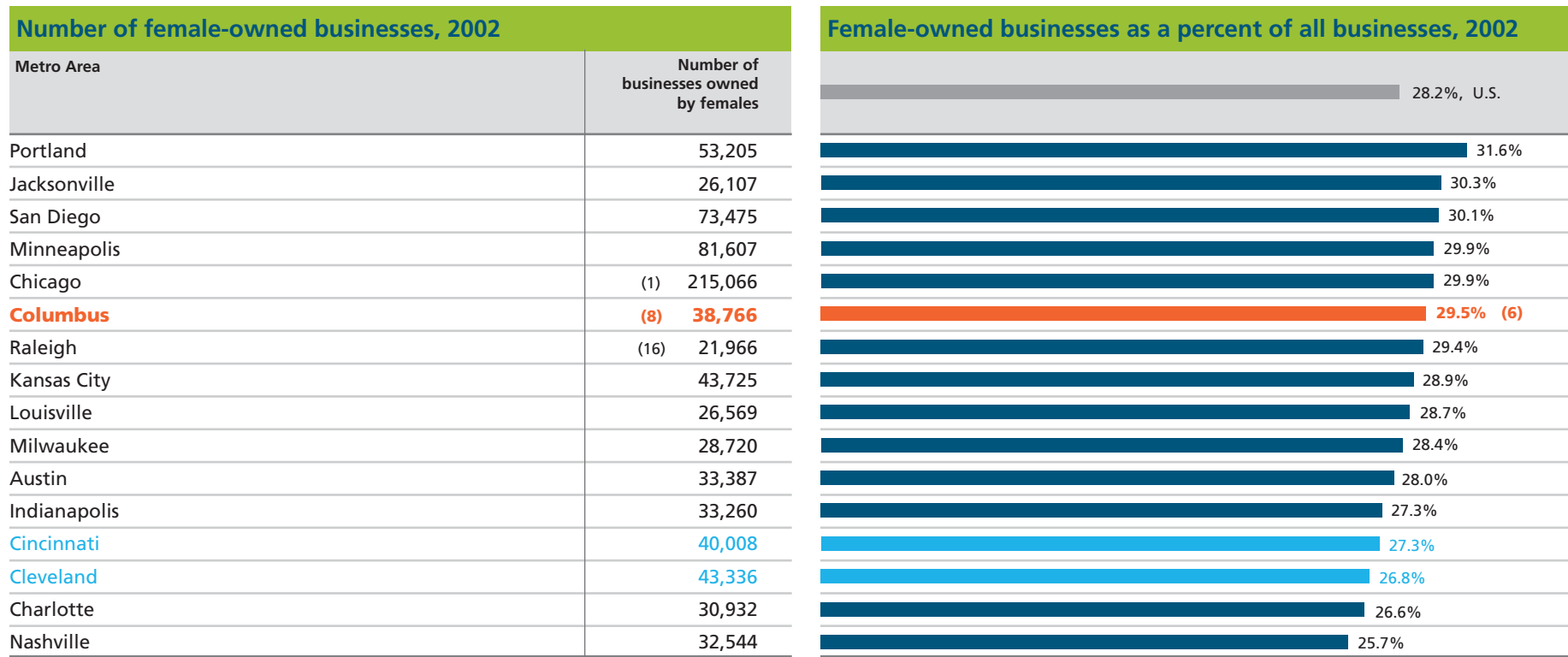
(#) Ranked from highest (1) to lowest (15-16)

Minority-owned businesses as a percent of all businesses, 2002



Indicator 2.10: Female Business Ownership

This indicator includes data on the number and percent of businesses in the metro areas owned by females from the Census Bureau's Survey of Business Owners (SBO), which is conducted every five years. Female-owned firms are those where the sole proprietor, or 51% of the ownership in the case of multiple owners, is female. This indicator uses 2002 Census MSA boundaries for the metro area geographies. New data were not available to update the indicator for the 2009 report (see Appendix A).

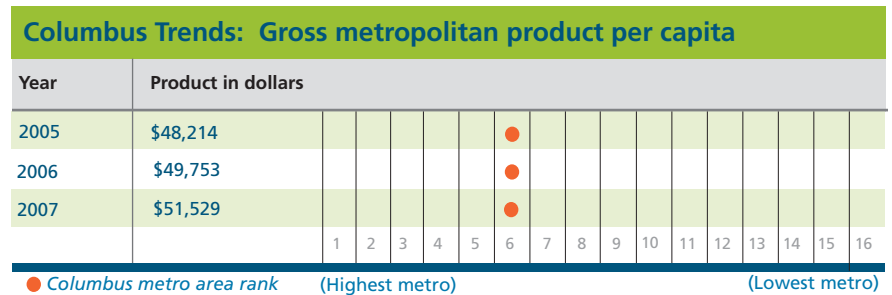


Source: U.S. Census Bureau, Survey of Business Owners

(#) Ranked from highest (1) to lowest (16)

Indicator 2.11: Gross Metropolitan Product

This indicator uses data compiled for the U.S. Conference of Mayors that measure gross metropolitan product (GMP). GMP is a concept analogous to the gross domestic product, the commonly accepted measure nations use to calculate the total annual value of goods and services they have produced. GMP growth is the increase over time in the value of the goods and services produced by a metropolitan economy. GMP per capita is calculated by dividing the value of goods and services by the total population of a metro area.



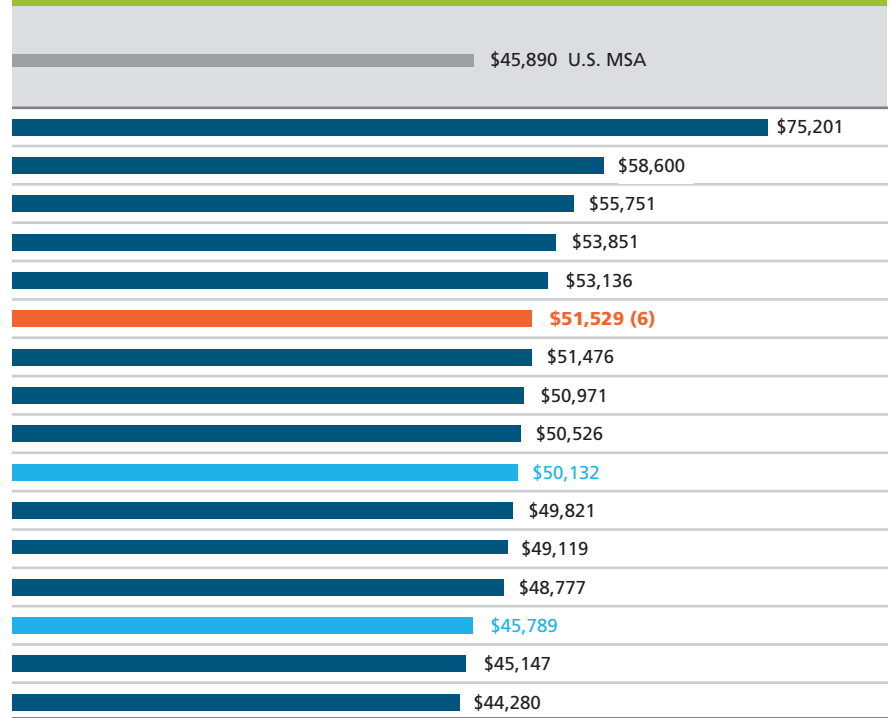
Gross metropolitan product, 2007

Metro Area	2007 GMP (in \$ billions)	Average annual growth rate 2004-2007
Charlotte	124.2	8.7%
Minneapolis	188.0	4.6%
Indianapolis	94.5	4.1%
San Diego	160.2	5.1%
Chicago	(1) 506.1	4.7%
Columbus	(10) 90.4	(11) 4.6%
Milwaukee	79.5	4.1%
Kansas City	101.2	5.4%
Portland	109.9	6.7%
Cleveland	105.1	(16) 3.2%
Nashville	75.8	5.7%
Austin	78.5	(1) 9.5%
Raleigh	(16) 51.1	8.7%
Cincinnati	97.7	4.2%
Louisville	55.7	5.0%
Jacksonville	57.6	5.5%

Source: The U.S. Conference of Mayors, U.S. Metro Economies

(#) Ranked from highest (1) to lowest (16)

Gross metropolitan product per capita, 2007



Indicator 2.12: Income and Wages

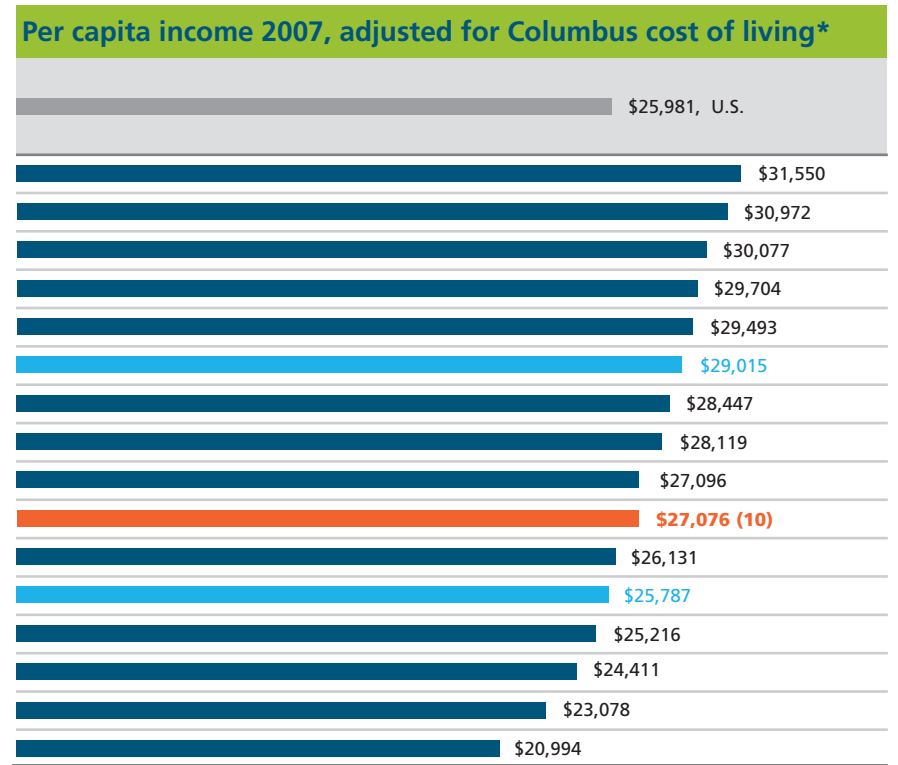
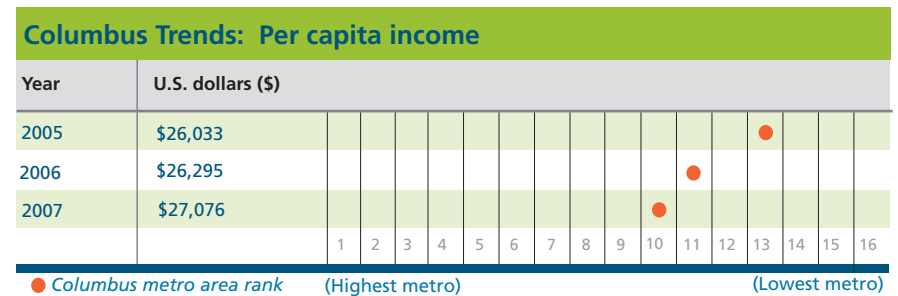
This indicator uses data from the American Community Survey and the National Compensation Survey to compare mean hourly wages and per capita income for the metro areas. Per capita income is an average obtained by dividing aggregate income by the total population of an area; it does not reflect income distribution. The Cost of Living Index (CLI) was used to adjust the data on the bar graph to Columbus MSA dollars. This results in a lower per capita income for high cost of living locations such as San Diego and Portland, and a higher per capita income for lower cost of living areas such as Raleigh and Austin.

Mean hourly wages and per capita income, 2007			
Metro Area	Mean hourly wage full-time worker (unadjusted)		Per capita income (unadjusted)
Minneapolis	(1)	\$25.93	(1) \$32,372
Charlotte		\$22.08	\$28,528
Milwaukee		\$22.29	\$27,600
Austin		\$21.34	\$28,822
Raleigh		N/A	\$30,072
Cincinnati		\$21.86	\$26,955
Indianapolis		\$19.98	\$27,683
Kansas City		\$21.35	\$27,650
Jacksonville		N/A	\$27,461
Columbus	(10)	\$20.83	(13) \$27,076
Chicago		\$24.36	\$29,606
Cleveland		\$20.50	\$26,196
Louisville	(13)	\$18.09	(16) \$25,249
Nashville		N/A	\$27,604
Portland		\$21.36	\$28,646
San Diego		\$23.73	\$30,080

Sources: U.S. Census Bureau, American Community Survey; National Compensation Survey (months of data collection/release vary by place)

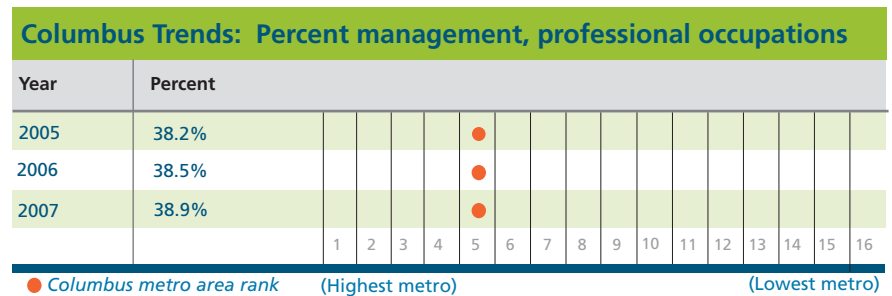
*ACCRA Cost of Living Index, 2007 Q1-Q4 average, used to adjust to Columbus \$

(#) Ranked from highest (1) to lowest (13-16)



Indicator 2.13: Occupations

This indicator includes data from the American Community Survey on the distribution of jobs in five selected major occupational categories. Occupations describe a set of activities or tasks that employees are paid to perform. Some occupations are concentrated in a few particular industries, while others are found in many industries.

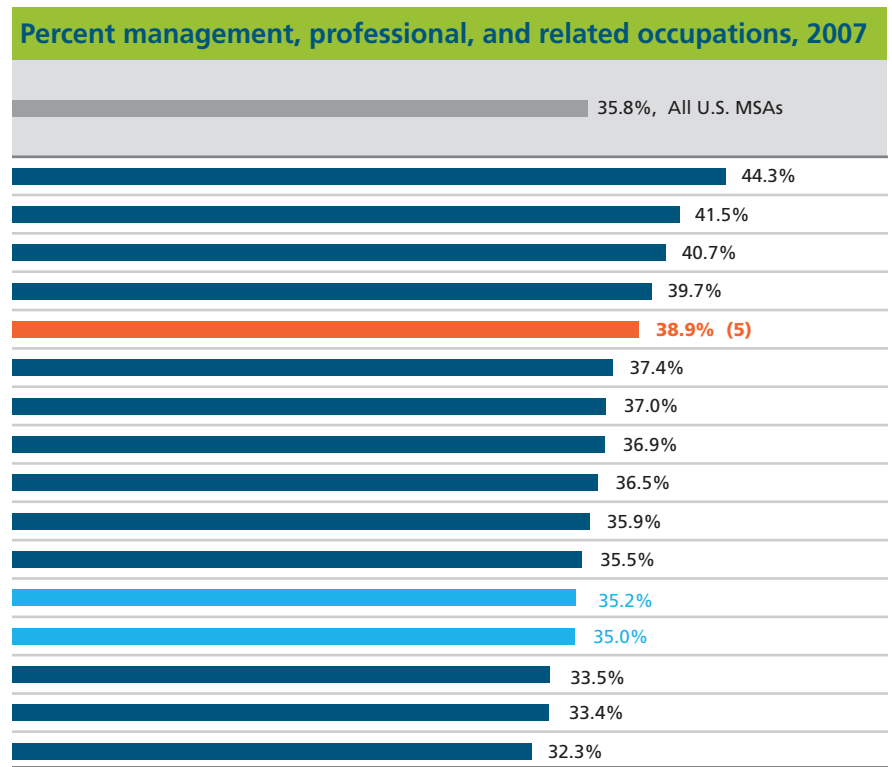


Percent of total employment by occupational categories, 2007				
Metro Area	Service	Sales and office	Construction, extraction, maintenance, repair	Production, transportation, material moving
Raleigh	(16) 12.9%	26.0%	9.3%	(16) 7.2%
Austin	14.9%	(16) 24.8%	10.3%	8.3%
Minneapolis	14.2%	26.1%	7.5%	11.3%
San Diego	(1) 17.2%	25.5%	8.6%	8.7%
Columbus	(6) 15.5%	(4) 27.1%	(15) 6.9%	(T-10) 11.5%
Charlotte	14.4%	26.6%	9.8%	11.5%
Portland	15.1%	26.1%	8.1%	12.7%
Kansas City	14.8%	28.0%	8.7%	11.5%
Milwaukee	15.0%	26.6%	7.0%	14.7%
Indianapolis	15.0%	26.7%	9.2%	13.0%
Chicago	15.6%	26.9%	8.1%	13.9%
Cleveland	16.8%	26.9%	(16) 6.4%	14.5%
Cincinnati	15.9%	26.9%	8.1%	13.9%
Nashville	14.8%	27.2%	9.9%	14.3%
Jacksonville	16.2%	(1) 28.9%	(1) 11.2%	10.1%
Louisville	15.3%	26.3%	8.8%	(1) 16.9%

Source: U.S. Census Bureau, American Community Survey

Note: Does not include all occupations, so percentages do not total 100%.

(#) Ranked from highest (1) to lowest (16)



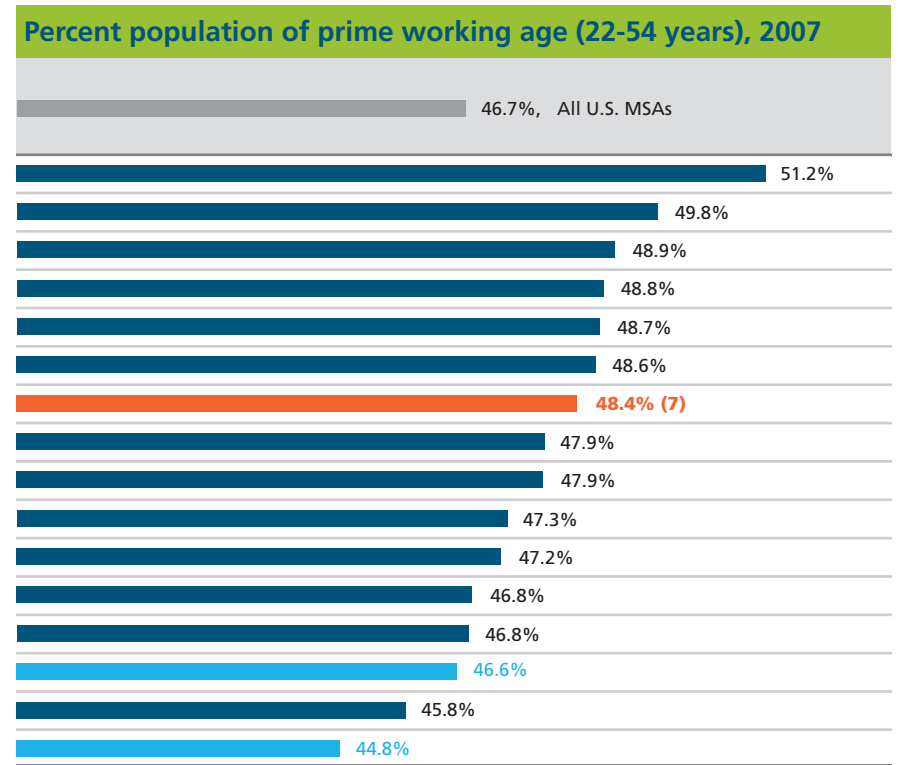
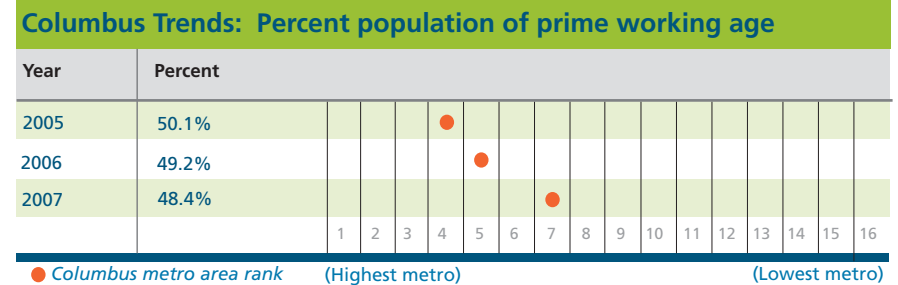
Indicator 2.14: Workforce

This indicator uses data from the American Community Survey to describe the working age population. The entry age group consists of the population ages 15-24, and the exit age group consists of the population ages 55-64. The ratio compares the size of the population in the age group entering the workforce to that in the exit age group. The workforce participation rate is the proportion of the population in the labor force, including persons who are employed and those unemployed and looking for work. The 25-34 age bracket represents the population segment that includes young professionals. Persons age 22-54 are considered to be of prime working age.

Workforce entry and exit ratio and participation rate, 2007				
Metro Area	Ratio of workforce entry (age 15-24) to exit (age 55-64) populations		Workforce participation rate (persons age 16-64)	Percent of population age 25-34
Austin	(1)	1.79	77.7%	(1) 17.2%
Raleigh		1.36	77.4%	14.7%
Minneapolis		1.26	(1) 81.7%	13.5%
Charlotte		1.24	78.4%	14.1%
Portland	(16)	1.06	76.9%	14.7%
Nashville		1.22	76.6%	14.5%
Columbus	(3)	1.41	(12) 76.2%	(T-2) 14.7%
San Diego		1.70	(16) 74.4%	14.5%
Indianapolis		1.26	77.2%	14.0%
Chicago		1.37	76.0%	13.7%
Kansas City		1.18	78.8%	13.4%
Louisville		1.07	76.0%	13.2%
Jacksonville		1.12	75.5%	13.2%
Cincinnati		1.32	76.5%	12.7%
Milwaukee		1.21	77.8%	12.0%
Cleveland		1.09	77.1%	(16) 11.3%

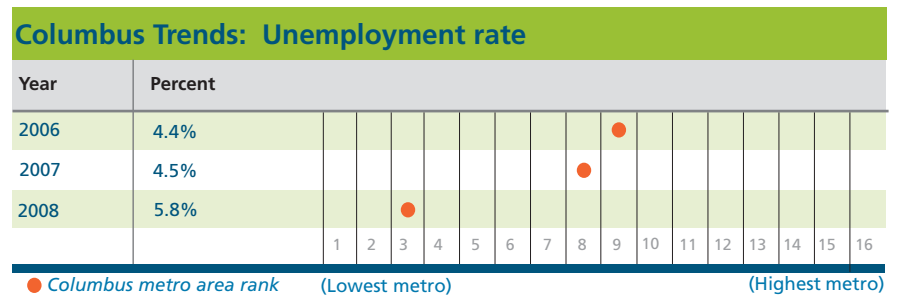
Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)



Indicator 2.15: Unemployment

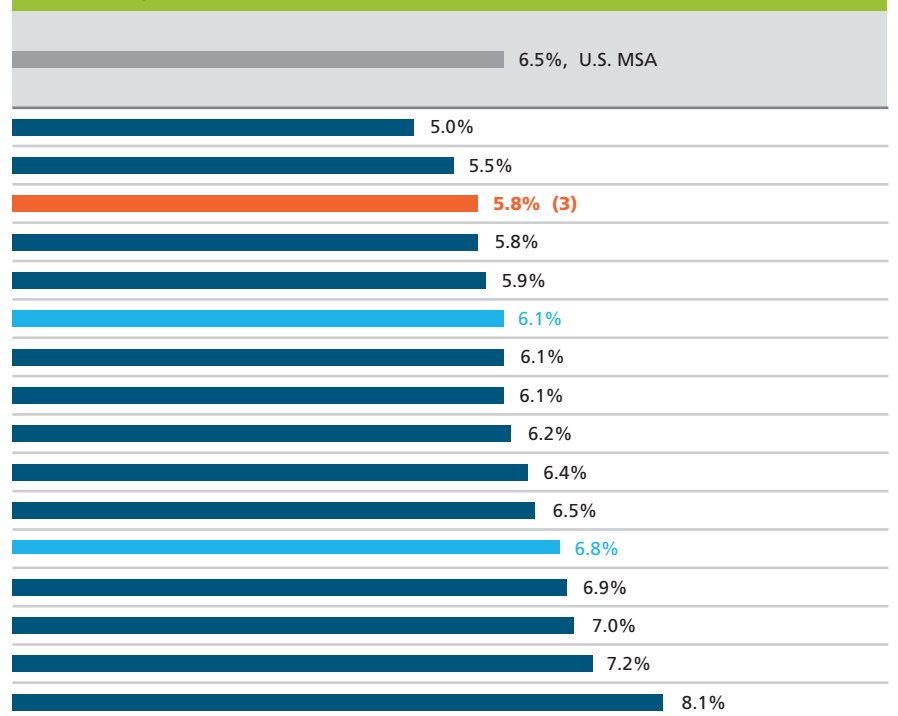
This indicator uses data on employment and unemployment from the Bureau of Labor Statistics. A person is considered unemployed if he or she is willing and able to work for pay but is unable to find work. The unemployment rate is the percent of all persons in the workforce who are unemployed.



Number in workforce and unemployed, November 2008

Metro Area	Number in the workforce*	Number unemployed
Austin	872,900	43,800
Milwaukee	790,600	43,400
Columbus	(8) 974,100	(8) 56,700
Minneapolis	1,851,100	107,200
Indianapolis	906,800	53,400
Cincinnati	1,123,000	68,700
Nashville	795,400	48,200
Raleigh	(16) 549,900	(1) 33,500
Kansas City	1,042,800	64,400
Louisville	624,400	39,800
Chicago	(1) 4,857,300	(16) 314,800
Cleveland	1,071,200	73,000
San Diego	1,577,200	108,500
Jacksonville	681,800	47,400
Portland	1,188,200	85,700
Charlotte	852,100	68,600

Unemployment rate, November 2008



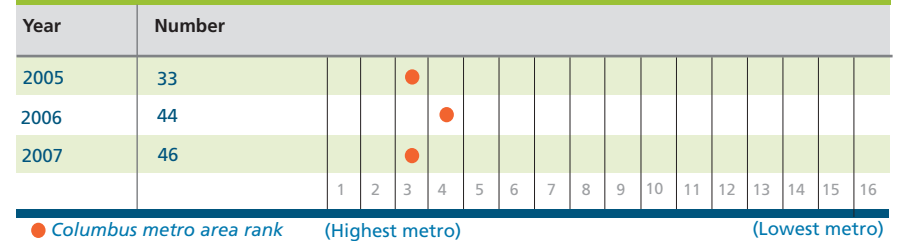
Source: Bureau of Labor Statistics, Local Area Unemployment Statistics

(#) Ranked from lowest (1) to highest (16), except (*) ranked highest (1) to lowest (16)

Indicator 2.16: Higher Education Enrollment

This indicator includes data from the American Community Survey (ACS) on enrollment in college and graduate school. The ACS includes people at the address where they are at the time of the survey if they have been there, or will be there, more than 2 months. ACS includes student housing and thereby yields higher enrollment figures.

Columbus Trends: 18-24 year olds in higher education per 1,000 pop.



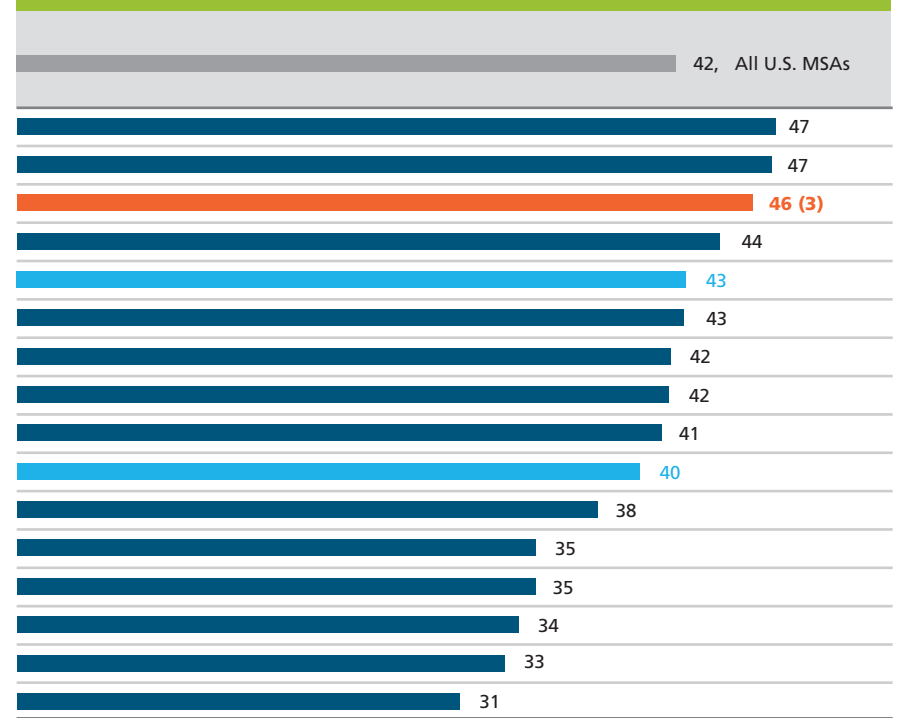
Number and age of persons enrolled in higher education, 2007

Metro Area	Number of persons enrolled in college	Number enrolled in graduate or professional school	Number of 18-24 year olds enrolled in higher education
Austin	114,670	22,975	88,283
Raleigh	66,252	14,293	47,530
Columbus	(8) 108,126	(5) 28,130	(6) 80,898
Nashville	83,127	16,133	61,857
Cincinnati	120,587	24,940	87,499
San Diego	222,426	41,355	147,323
Chicago	(1) 534,426	(1) 137,520	(1) 385,533
Milwaukee	83,883	20,094	59,600
Minneapolis	172,135	44,897	120,425
Cleveland	111,808	23,513	71,345
Portland	114,085	29,691	68,127
Charlotte	78,492	16,227	51,182
Indianapolis	81,102	17,397	49,405
Louisville	(16) 54,206	(16) 11,727	(16) 34,904
Kansas City	90,138	26,445	56,810
Jacksonville	64,241	12,035	36,026

Source: U.S. Census Bureau, American Community Survey

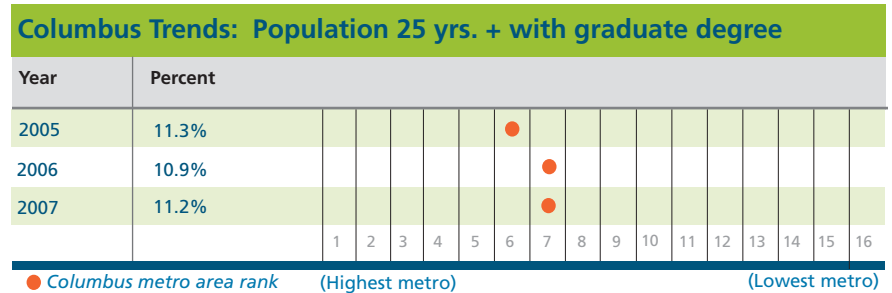
(#) Ranked from highest (1) to lowest (16)

18-24 year olds enrolled in higher education per 1,000 pop., 2007

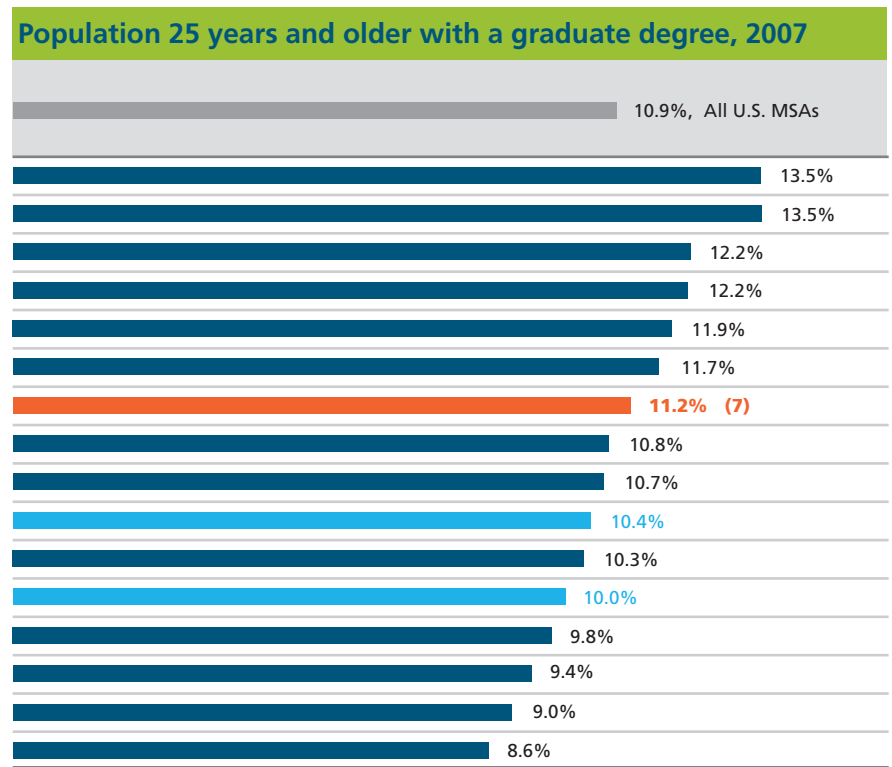


Indicator 2.17: Educational Attainment

This indicator includes data from the American Community Survey on the educational attainment of the adult population (persons age 25 years and older).



Years of schooling completed, persons 25 years and older, 2007				
Metro Area	Percent without high school diploma*	Percent with high school diploma only	Percent with some college, incl. associates's degree	Percent with bachelor's degree
Austin	14.3%	(16) 20.8%	26.5%	38.4%
Raleigh	11.2%	21.8%	25.6%	(1) 41.4%
San Diego	14.8%	21.1%	30.6%	33.5%
Chicago	14.7%	27.1%	25.9%	32.3%
Minneapolis	(1) 7.5%	25.1%	30.5%	36.8%
Portland	10.5%	24.5%	(1) 32.3%	32.7%
Columbus	(4) 11.0%	(6) 30.7%	(13) 25.8%	(7) 32.4%
Kansas City	9.8%	29.6%	29.0%	31.6%
Milwaukee	11.7%	30.6%	27.3%	30.4%
Cleveland	12.9%	32.8%	27.5%	26.8%
Indianapolis	12.6%	30.6%	26.7%	30.2%
Cincinnati	13.4%	33.0%	(16) 25.3%	28.2%
Charlotte	14.0%	25.3%	28.2%	32.6%
Nashville	(16) 15.0%	31.0%	25.4%	28.6%
Louisville	14.5%	(1) 34.0%	27.8%	(16) 23.6%
Jacksonville	12.2%	31.7%	30.3%	25.8%

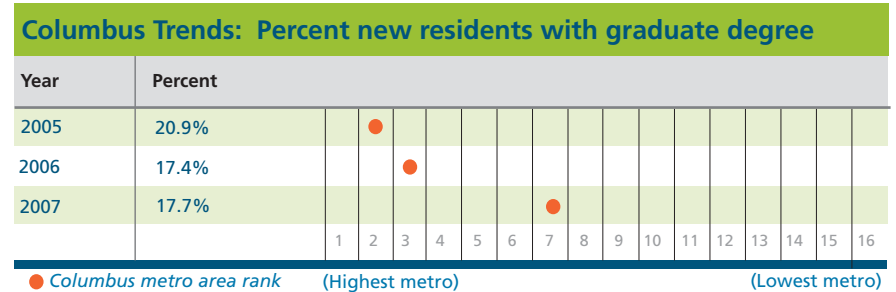


Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16);
except (*) ranked from lowest (1) to highest (16)

Indicator 2.18: Brain Gain

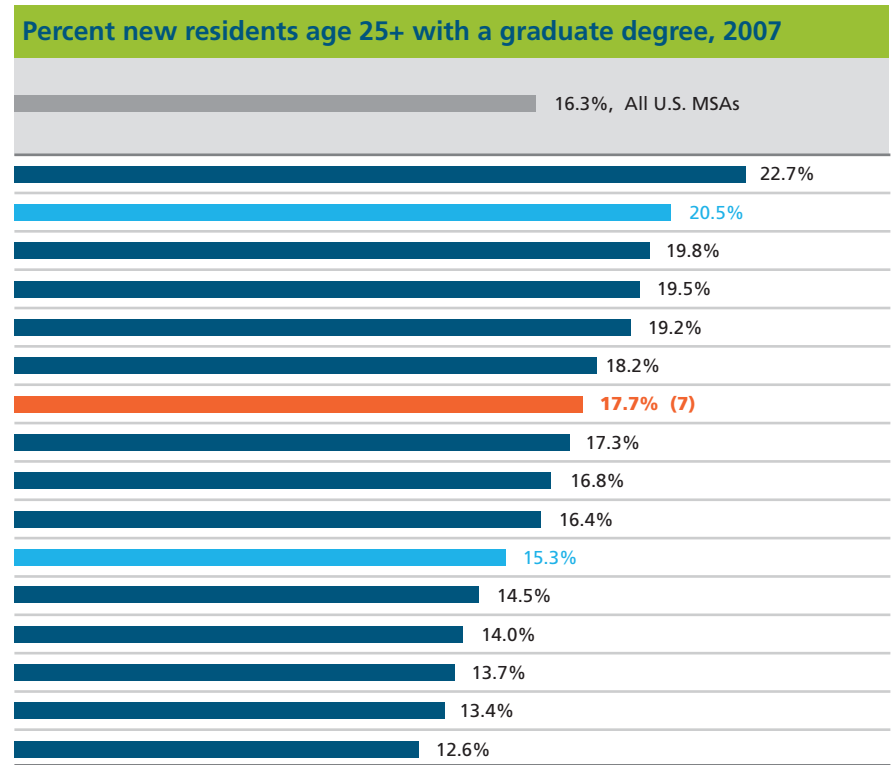
This indicator includes data from the American Community Survey on the educational attainment of persons age 25 and older who moved into a metro area from a different state or from abroad in the past year. The data for attainment of graduate or bachelor's degrees indicate an area's "brain gain."



Level of education among new residents age 25 years and older, 2007			
Metro Area	Percent without high school diploma*	Percent with high school diploma only	Percent with bachelor's degree
Austin	11.2%	17.8%	26.1%
Cleveland	(16) 14.3%	21.2%	19.9%
Chicago	12.2%	21.9%	27.8%
Raleigh	6.8%	20.9%	30.3%
Milwaukee	12.2%	19.4%	25.7%
San Diego	8.9%	19.4%	24.5%
Columbus	(3) 8.6%	(15) 17.7%	(1) 32.6%
Minneapolis	14.3%	(16) 16.2%	30.2%
Portland	10.1%	19.8%	23.6%
Indianapolis	9.8%	18.3%	30.0%
Cincinnati	10.1%	22.5%	23.5%
Charlotte	(1) 6.7%	22.4%	24.1%
Kansas City	9.3%	24.2%	25.8%
Louisville	12.6%	25.2%	(16) 18.8%
Nashville	9.7%	28.9%	22.5%
Jacksonville	9.4%	(1) 33.0%	24.2%

Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16); except (*) ranked from lowest (1) to highest



Section 3: Personal Prosperity

This section includes indicators of personal and household income, economic equity, economic hardship, homeownership, housing affordability, and vehicle and Internet access that describe the prosperity of residents of the metro areas.

The following are the Personal Prosperity indicator categories:

- | | |
|---------------------------------------|------------------------------------------|
| 3.01 Total Personal Income | 3.10 Earned Income Tax Credit |
| 3.02 Household Income | 3.11 New Housing Starts |
| 3.03 Income \$75,000 and Above | 3.12 Homeownership |
| 3.04 Income Gap | 3.13 Owner Housing Affordability |
| 3.05 Poverty | 3.14 Foreclosures |
| 3.06 Births to Teens | 3.15 Rental Housing Affordability |
| 3.07 Pre-K Enrollment | 3.16 Households without a Vehicle |
| 3.08 Self-sufficiency Income | 3.17 Home Internet Use |
| 3.09 Income Supports | |

Personal Prosperity Overview

Total Personal Income

Total personal income for the Columbus metro area was \$66.1 billion in 2007, ranking 8th among the metro areas. Columbus ranked 5th in the percent of total personal income from net earnings (72.8%), 9th in the percent from transfer receipts (13.6%), and 15th in percent from investment income (13.6%). The ranking for total investment income did not change from 2006.

The metro areas with the highest percent of total personal income from investment income were Jacksonville (20.4%) and Minneapolis (18.8%). Cleveland, Louisville, and Cincinnati had the highest percent of total income from transfer payments (above 14.0%).

Household Income

In 2007, median household income for the 16 metro areas ranged from a high of \$63,898 in Minneapolis to a low of \$45,697 in Louisville. The Columbus metro area, with a median household income of \$51,707, ranked 13th among the metro areas.

In all of the metro areas, the median income of black and Hispanic households was well below that of white and Asian households. The median income for white households ranged from \$67,327 in Chicago to \$49,819 in Louisville, with the Columbus metro area ranking 13th, at \$55,626. The level for black households ranged from \$44,662 in San Diego to \$26,258 in Milwaukee, with Columbus ranking 8th at \$34,013. Columbus ranked 13th in income for both Asian (\$58,929) and Hispanic (\$34,961) households.

Income \$75,000 and Above

In 2007, 31.7% of all households in the Columbus metro area had an annual income of \$75,000 or more, ranking Columbus 12th among the metro areas, the same as in 2006. In Columbus, racial/ethnic disparities were evident. At least 34.0% of white and Asian households had income \$75,000 and over, while black and Hispanic households had less than 16.0% at this income level. The areas with the highest percentages (over 40.0%) of households in this income group were Minneapolis and San Diego. Louisville and Cleveland had fewer than 29.0% of all households in the \$75,000 and above income group.

Income Gap

The 2007 income gap, which measures the disparity between the income of a metro area's lowest income residents (incomes in the 10th percentile) and that of the highest income residents (incomes in the 90th percentile), ranged from a high income gap ratio of 8.07 in San Diego to a low of 5.65 in Minneapolis. Columbus, at 6.73, had the 5th smallest income gap.

Poverty

The 2007 Columbus poverty rate of 13.4% ranked last among the 16 metro areas. Louisville had the 2nd highest poverty rate at 13.2%, and Minneapolis and Raleigh had the lowest rates at 8.4% and 9.2%, respectively. The rate across all U.S. metro areas was 12.4%.

Columbus ranked 16th in poverty rate for the white population (10.4%), 12th for blacks (28.7%), 13th for Asians (14.6%), and 12th for Hispanics (22.6%). The lowest poverty rates for blacks were in San Diego, Raleigh, and Charlotte. Jacksonville, Chicago, and Austin had the lowest poverty rates for Hispanics.

Births to Teens

In 2007, the Columbus area had 59,347 women ages 15 to 19, of whom 2,108 (3.6%) were unmarried and had a birth in the past 12 months. With a rate higher than the average across U.S. metro areas (2.2%), Columbus ranked 15th, dropping 5 places in rank from 2006. Raleigh, Portland, and San Diego had the lowest percentages (below 1.7%). Louisville ranked 16th with 4.6%, a full percentage point more than the second lowest ranking metro.

Pre-K Enrollment

In 2007, the Columbus area had 10,227 children ages 3 to 4 in public school and 11,704 from the same age group in private school. Overall, 43.5% of Columbus children age 3 to 4 were enrolled in school, below the 48.4% across all U.S. metro areas. Columbus ranked 13th compared to the other 15 metro areas, ahead of Nashville, Austin, and Portland. Jacksonville and Charlotte ranked the highest, both at 55.8%.

Self-sufficiency Income

In 2007, Columbus had 486,472 persons (28.5%) below the self-sufficiency level of 200% of poverty, moving from 11th to 9th in the rankings. As in 2006, Minneapolis ranked 1st with the lowest percentage (19.8%), followed by Raleigh (24.6%). Louisville and Austin had the highest percentages of residents below the self-sufficiency level (29.0% or more).

Income Supports

In 2007, 74,083 Columbus metro area households (9.3%) received public assistance or food stamps, moving from 13th to 14th in the rankings. San Diego, Minneapolis, Raleigh, and Jacksonville had the lowest percentages of residents receiving public assistance and food stamps (below 6.0%). Louisville and Cleveland had the highest percentages (over 9.5%).

Earned Income Tax Credit

In 2006, 121,282 Columbus metro area residents claimed the Earned Income Tax Credit (EITC) on their income tax returns (14.6%), ranking the area 9th among the 16 metro areas, up one place from 2004. Jacksonville, Charlotte, Louisville, and Nashville had the highest percentages of EITC claims (16.0% and higher). Minneapolis, Portland, and Milwaukee had fewer than 13.0% of returns with EITC claims.

New Housing Starts

In 2007, the number of new permitted residential units per 1,000 total housing units ranged from a high of 39.0 in Raleigh to a low of 4.3 in Cleveland, with a 11.6 average across all U.S. metro areas. Columbus ranked 11th, rising above Minneapolis and Cincinnati, even as its rate fell from 10.3 to 8.3 per 1,000.

Homeownership Rates

In 2007, homeownership rates in the metro areas ranged from a high of 74.2% in Minneapolis to a low of 55.9% in San Diego. Columbus ranked 12th, with 65.3% of all units owner-occupied, slightly below the 66.0% in all U.S.

metro areas.

Owner-Occupied Housing Affordability

The percent of housing affordable to a median income buyer in 2008 ranged from a high of 87.5% in Indianapolis to only 38.7% in San Diego. The rate across the nation was 56.1%. Among the 16 metro areas, Columbus ranked 4th in affordability, with 78.4% of housing affordable to a median income household. Cincinnati passed Columbus in affordability from 2007 to 2008.

Foreclosures

There were 6,140 properties in some stage of foreclosure in the Columbus metro area in the third quarter of 2008. Columbus had a foreclosure rate of 111 households per foreclosure, ranking 13th among the 16 metro areas. San Diego and Jacksonville ranked at the bottom, and Cleveland fell below Columbus in the rankings. Austin, Raleigh, and Minneapolis were among the areas in the group to have rates better than the 250 households per foreclosure.

Rental Housing Affordability

In 2007, 49.5% of all renters in Columbus were paying more than 30% of their income for housing, as the metro area moved from 9th to 11th in the rankings. The lowest percentages of cost-burdened renters were in Indianapolis, Raleigh, and Nashville. The highest rates were in San Diego, Cleveland, and Chicago.

Households without a Vehicle

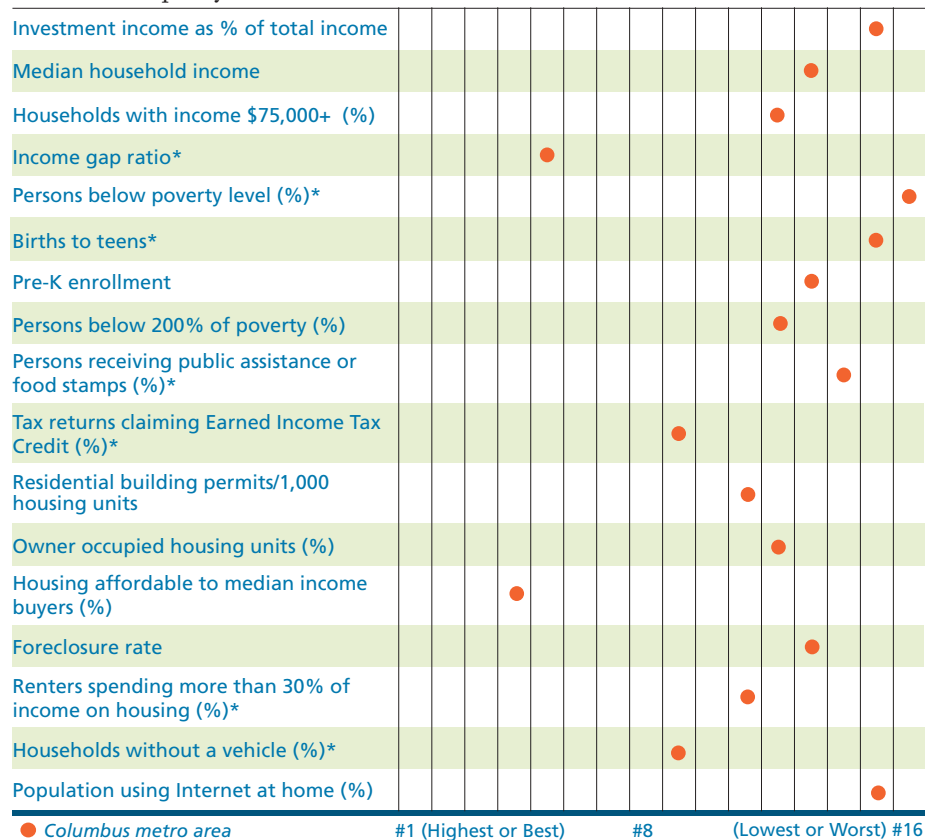
In 2007, over 46,000 Columbus metro area households (6.8%) did not have access to a vehicle, ranking 9th among the metro areas. Since 2006, Indianapolis, Charlotte, and Jacksonville passed Columbus, with lower percentages of households without a vehicle. Raleigh and Austin had the lowest percentages of households without a vehicle (5.0% and under). Chicago, Cleveland, and Milwaukee had the highest rates (9.8% and over).

Internet Use

In 2007, 81.9% of Columbus metro area residents surveyed reported having access to the Internet at home, ranking 15th among the metro areas. Jacksonville, Austin, Portland, and Milwaukee had the highest percentages of home Internet usage (over 90.0%). Besides Columbus, Nashville, Cleveland, and Kansas City also reported Internet home use rates below 87.0%.

Personal Prosperity: How Columbus Compares

This figure depicts how the Columbus metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Personal Prosperity section.



Patterns across Indicators: Profiles of Low Foreclosure and High Foreclosure Metro Areas

The graphic on the next page lines up the 16 metro areas based on their ranking on Indicator 3.14, Households per Foreclosure, and shows the other indicators in the report that were most similar and least similar in ranking with the foreclosure indicator. Austin, Raleigh, Minneapolis, Portland, and Louisville had the highest number of households per foreclosure (ranks 1-5). Columbus had the fourth worst rate. San Diego, Jacksonville, Indianapolis, and Cleveland were also in the bottom five (ranks 12-16).

Indicators most similar to the foreclosure indicator

Rankings for foreclosures were similar to rankings for residential building permits per 1,000 housing units (3.11) and renters spending more than 30% of income on housing (3.15). Metro areas with less foreclosure problems had low percentages of persons age 65 and older (1.06) and high percentages of population of prime working age (2.14). Low foreclosure metros also had higher rankings in tax returns with contributions to charity (4.06), venture capital investment per capita (2.03), management and professional jobs (2.13), and volunteering (4.07).

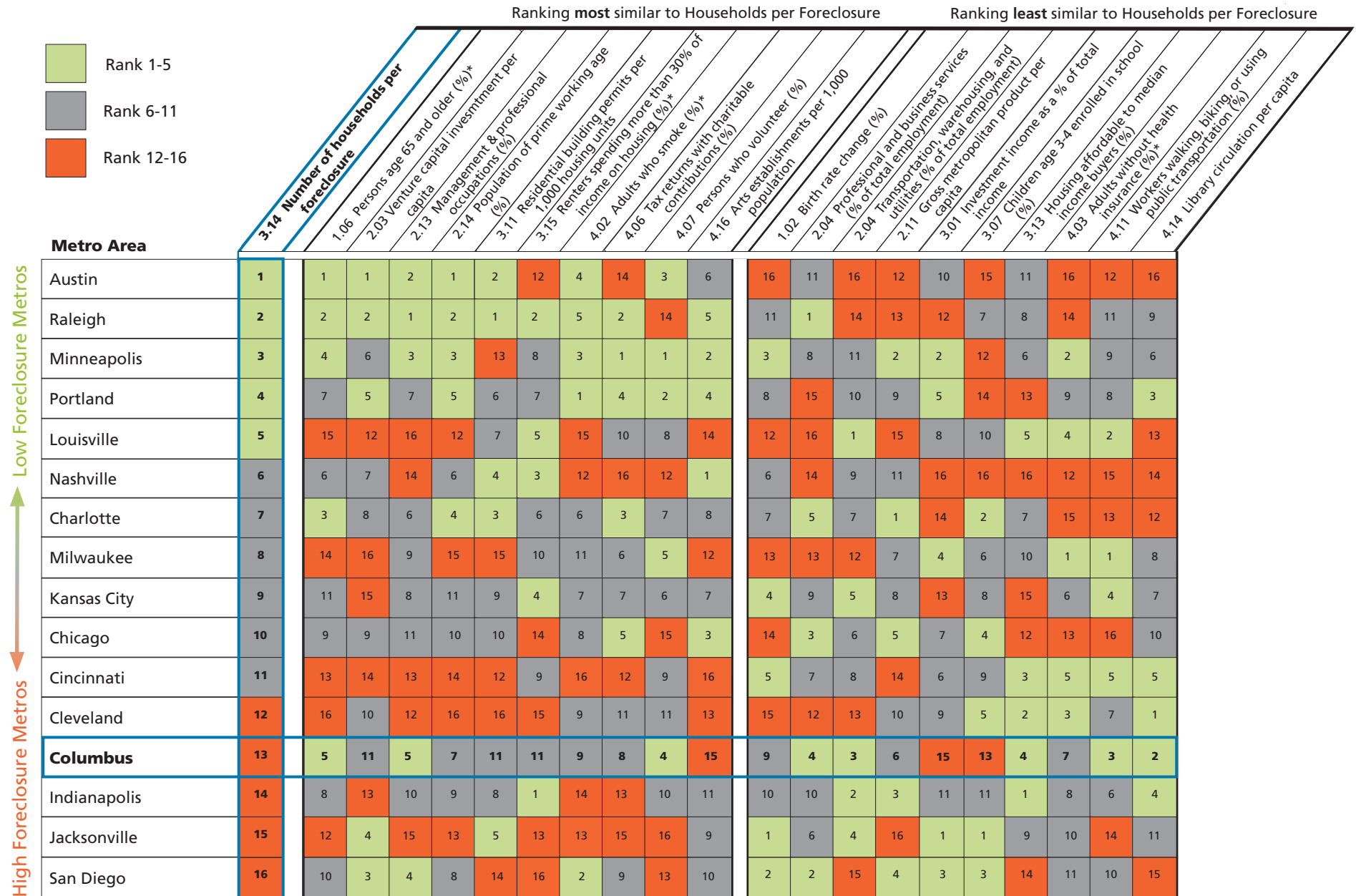
Indicators least similar to the foreclosure indicator

Rankings for foreclosure were least similar to rankings of indicators where a stronger correlation might be expected, including investment income as a percentage of total income (3.01) and housing affordability (3.13). Rankings for employment growth in professional and business services and in transportation, warehousing, and utilities (2.05) were also not very similar.

The Columbus Profile

Columbus was more like a low foreclosure metro with a high proportion of management and professional jobs (2.13) and a low percentage of persons age 65 and older (1.06). Columbus was more like a high foreclosure metro with greater housing affordability (3.13), workers who bike, walk, or use public transportation to commute (4.11), and a high percentage of employment in professional and business service sector and transportation, warehousing, and utilities sector (2.04).

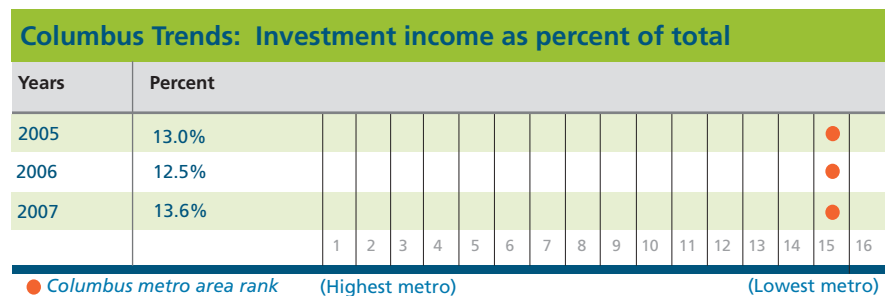
Patterns Across Indicators: Households per Foreclosure



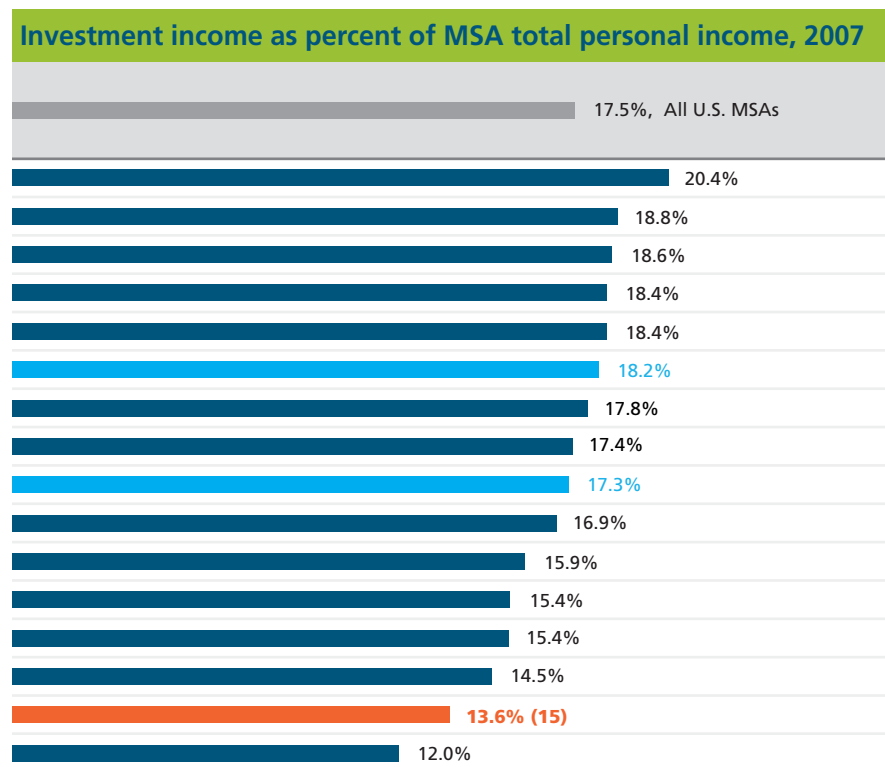
Ranking is highest (1) to lowest (16), except for (*) ranked lowest (1) to highest (16); the rankings in this graphic are based on unrounded data and may vary slightly from those in the individual indicator pages

Indicator 3.01: Total Personal Income

This indicator includes data from the Bureau of Economic Analysis (BEA) on aggregate personal income for the metro areas. Personal income includes that which is received by, or on behalf of, all the individuals who live in a metro area. All dollar estimates are in current dollars, not adjusted for inflation. The BEA divides total personal income into three components - net earnings, investment income, and transfer receipts - which are described in Appendix B.



MSA total personal income, 2007			
Metro Area	MSA total personal income (in \$1,000's)	Net earnings as percent of MSA total personal income	Transfer receipts as percent of MSA total personal income
Jacksonville	50,637,077	(16) 66.1%	13.5%
Minneapolis	149,047,632	70.9%	10.3%
San Diego	133,368,896	69.7%	11.7%
Milwaukee	63,872,860	67.6%	13.9%
Portland	83,764,858	69.4%	12.2%
Cincinnati	81,697,948	67.6%	14.2%
Chicago	(1) 416,357,093	70.7%	11.5%
Louisville	46,480,722	67.3%	15.4%
Cleveland	82,303,229	65.7%	(1) 17.1%
Austin	59,957,544	74.6%	(16) 8.6%
Indianapolis	66,072,736	71.6%	12.5%
Raleigh	(16) 40,488,312	74.6%	10.0%
Kansas City	78,229,131	71.5%	13.1%
Charlotte	64,418,214	73.5%	11.6%
Columbus	(8) 66,076,063	(5) 72.8%	(5) 13.6%
Nashville	59,397,489	(1) 75.8%	12.2%



Source: Bureau of Economic Analysis, U.S. Department of Commerce

(#) Ranked from highest (1) to lowest (16)

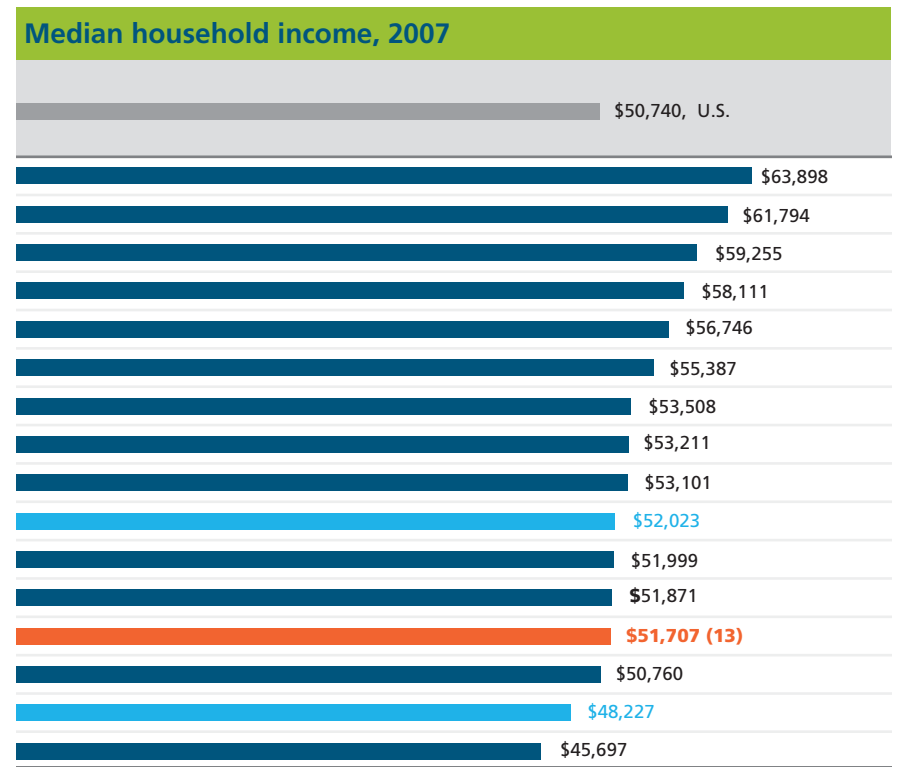
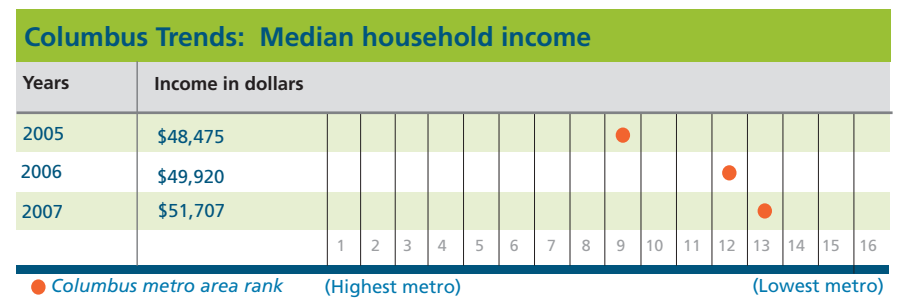
Indicator 3.02: Household Income

This indicator includes data from the American Community Survey on median household income for the metro area populations and selected racial and ethnic groups. The median income divides all households into two equal groups, one having incomes above the median, and the other having incomes below the median. Household income includes wages and salary, interest, dividends, Social Security, Supplemental Security Income, public assistance or welfare payments, and any other sources of income received regularly, such as unemployment compensation, child support, or alimony.

Median household income by race and ethnicity, 2007*				
Metro Area	White	Black or African American	Asian	Hispanic origin (of any race)
Minneapolis	\$67,313	\$30,800	\$59,424	\$41,852
San Diego	\$64,065	(1) \$44,662	\$75,686	\$45,540
Chicago	(1) \$67,327	\$35,668	\$75,346	(1) \$47,484
Raleigh	\$65,650	\$37,306	(1) \$90,175	\$36,563
Austin	\$63,218	\$35,182	\$69,708	\$43,891
Portland	\$56,968	\$30,214	\$57,336	\$41,319
Kansas City	\$58,628	\$30,824	\$59,401	\$34,864
Charlotte	\$60,657	\$38,318	\$58,621	\$38,035
Indianapolis	\$57,052	\$34,159	\$74,746	\$34,538
Cincinnati	\$55,922	\$26,446	\$73,508	\$42,588
Milwaukee	\$59,708	(16) \$26,258	\$68,750	\$37,516
Jacksonville	\$58,030	\$35,308	\$65,804	\$45,628
Columbus	(13) \$55,626	(8) \$34,013	(13) \$58,929	(13) \$34,961
Nashville	\$54,439	\$32,912	\$63,014	\$39,273
Cleveland	\$54,656	\$28,334	\$62,784	(16) \$31,574
Louisville	(16) \$49,819	\$26,560	(16) \$55,130	\$37,238

Source: U.S. Census Bureau, American Community Survey
 *See Indicator 1.04 for Census definitions of race and ethnicity

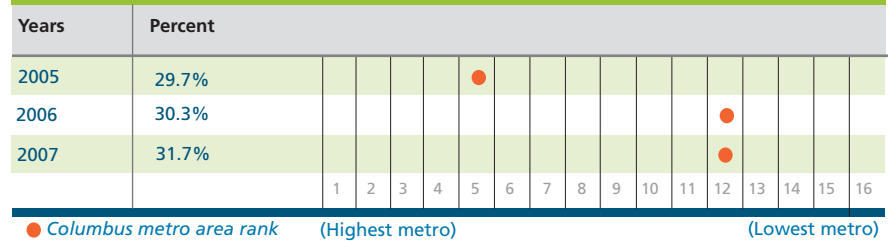
(#) Ranked from highest (1) to lowest (16)



Indicator 3.03: Income \$75,000 and Above

This indicator includes data from the American Community Survey on the percent of all households in the metro areas with household income of \$75,000 or above, as well as the percentages of racial and ethnic subgroups at this income level.

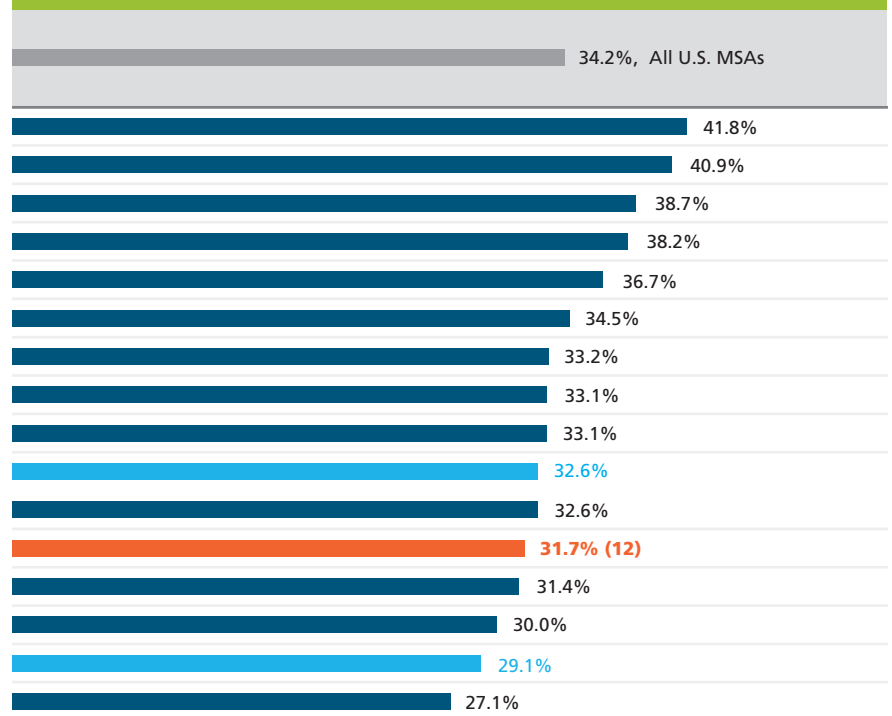
Columbus Trends: Income \$75,000 and above



Household income \$75,000 and above by race and ethnicity, 2007*

Metro Area	White	Black or African American	Asian	Hispanic origin (of any race)
Minneapolis	44.3%	13.1%	37.3%	22.4%
San Diego	42.6%	(1) 21.7%	50.3%	25.9%
Chicago	(1) 44.7%	20.3%	50.3%	24.6%
Raleigh	43.8%	19.4%	(1) 60.7%	17.1%
Austin	41.5%	19.0%	45.2%	20.8%
Portland	35.7%	15.9%	38.9%	17.3%
Kansas City	36.7%	13.6%	36.4%	18.4%
Charlotte	38.9%	18.1%	35.8%	17.3%
Milwaukee	38.2%	(16) 9.5%	43.3%	16.0%
Cincinnati	35.0%	13.5%	46.1%	(1) 28.8%
Indianapolis	35.6%	15.8%	49.9%	(16) 10.8%
Columbus	(13) 34.6%	(10) 14.6%	(9) 39.5%	(14) 15.7%
Jacksonville	36.1%	15.6%	39.2%	27.3%
Nashville	32.9%	15.9%	36.8%	15.4%
Cleveland	33.7%	11.4%	41.1%	16.9%
Louisville	(16) 30.0%	10.0%	(16) 34.5%	24.4%

Percent of households with income \$75,000 and above, 2007



Source: U.S. Census Bureau, American Community Survey
 *See Indicator 1.04 for Census definitions of race and ethnicity

(#) Ranked from highest (1) to lowest (16)

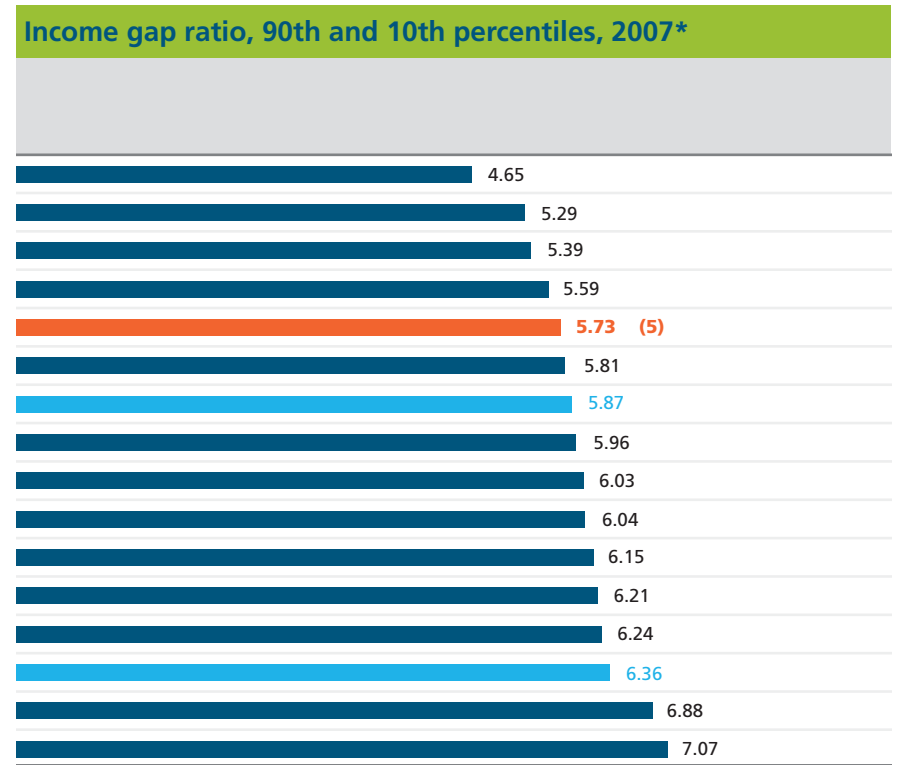
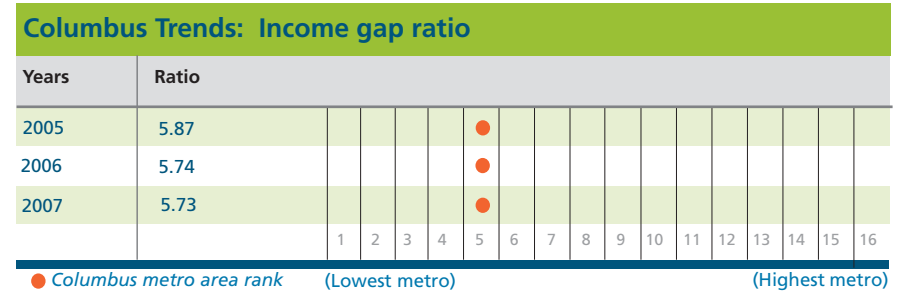
Indicator 3.04: Income Gap

This indicator includes data from the U.S. Department of Housing and Urban Development (HUD) on household income distribution, and the gap between those in the highest income (top 10%) and lowest income (bottom 10%) groups. HUD calculates the income gap as the difference between the incomes at the 90th and 10th percentiles, divided by the 10th percentile income. The higher the ratio, the greater the gap or disparity between the two income groups.

Household incomes at 10th and 90th percentiles, 2007			
Metro Area		Income level 10 th percentile (\$)	Income level 90 th percentile (\$)
Minneapolis	(1)	29,800	168,400
Kansas City		23,300	146,500
Portland		23,200	148,200
Indianapolis		21,600	142,300
Columbus	(9)	21,100	(14) 142,000
Raleigh		24,200	164,900
Cincinnati		21,200	145,700
Milwaukee		20,700	144,000
Charlotte		20,900	147,000
Jacksonville		20,400	143,700
Nashville		20,000	143,000
Louisville	(16)	18,500	(16) 133,300
Austin		21,900	158,600
Cleveland		18,900	139,100
Chicago		20,900	164,700
San Diego		21,800	(1) 175,900

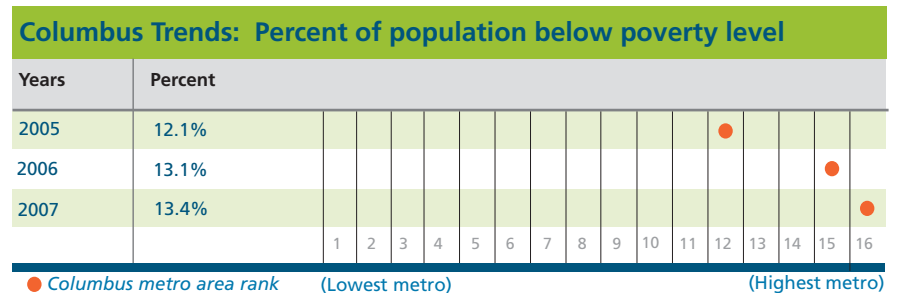
Source: U.S. Department of Housing and Urban Development

(#) Income levels ranked from highest (1) to lowest (16);
income gap ranked from lowest (1) to highest (16)



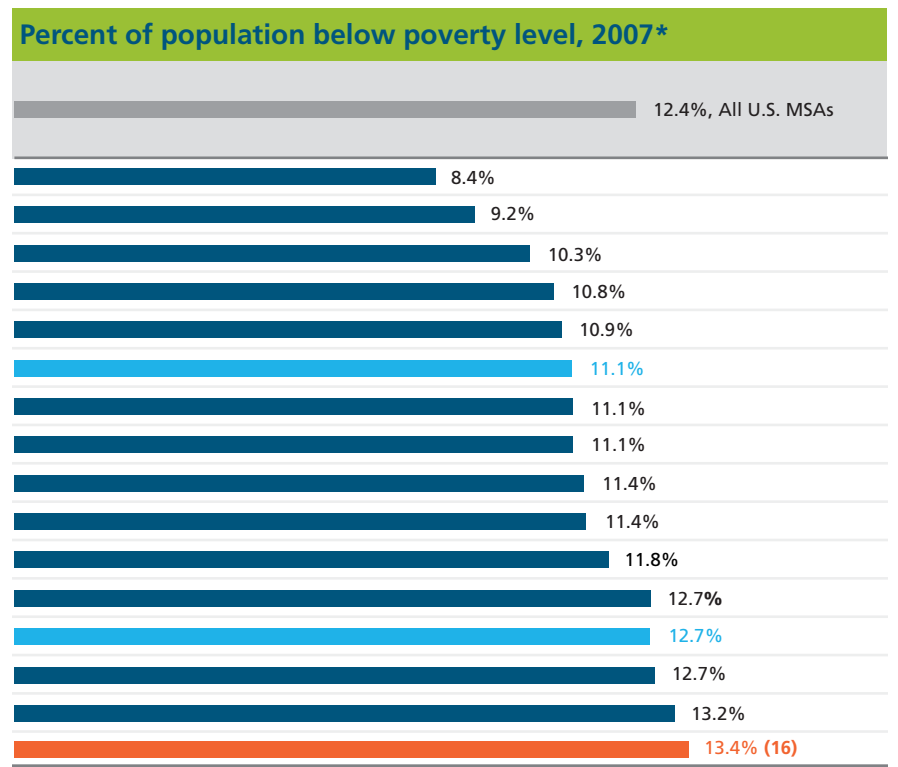
Indicator 3.05: **Poverty**

This indicator includes data from the American Community Survey on poverty rates of the metro area populations and selected racial and ethnic groups. The poverty rate is the percent of individuals, for whom poverty status can be determined, living below the poverty threshold as defined by the U.S. Census Bureau.



Percent below poverty level by race and ethnicity, 2007*				
Metro Area	White	Black or African American	Asian	Hispanic origin (of any race)
Minneapolis	5.6%	32.2%	15.4%	19.7%
Raleigh	(1) 5.4%	17.8%	(1) 4.3%	22.2%
Kansas City	7.1%	26.5%	15.6%	21.2%
Indianapolis	8.6%	21.3%	5.9%	22.0%
Jacksonville	7.5%	22.0%	7.6%	(1) 15.3%
Cincinnati	8.6%	27.9%	7.3%	24.5%
San Diego	10.1%	(1) 17.2%	9.1%	18.2%
Portland	9.8%	27.0%	11.3%	22.0%
Chicago	6.2%	26.0%	9.1%	15.6%
Charlotte	8.3%	19.6%	5.9%	21.0%
Nashville	9.2%	24.5%	4.5%	25.7%
Milwaukee	7.2%	(16) 35.0%	11.6%	19.8%
Cleveland	7.9%	30.4%	8.7%	25.6%
Austin	9.6%	22.3%	11.5%	18.7%
Louisville	9.7%	30.7%	(16) 18.5%	(16) 26.9%
Columbus	(16) 10.4%	(12) 28.7%	(13) 14.6%	(12) 22.6%

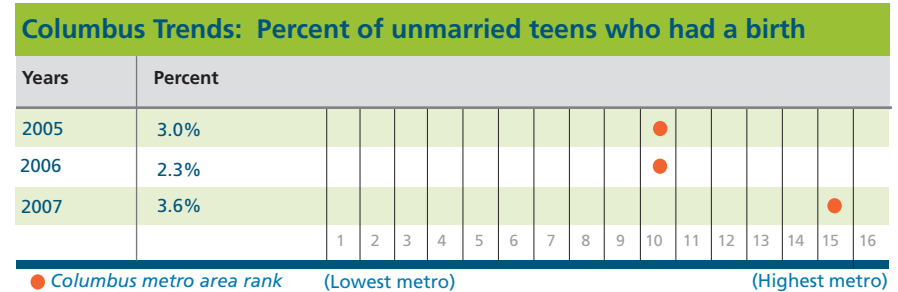
Source: American Community Survey
 * Population for whom poverty status is determined;
 See Indicator 1.04 for Census definitions of race and ethnicity



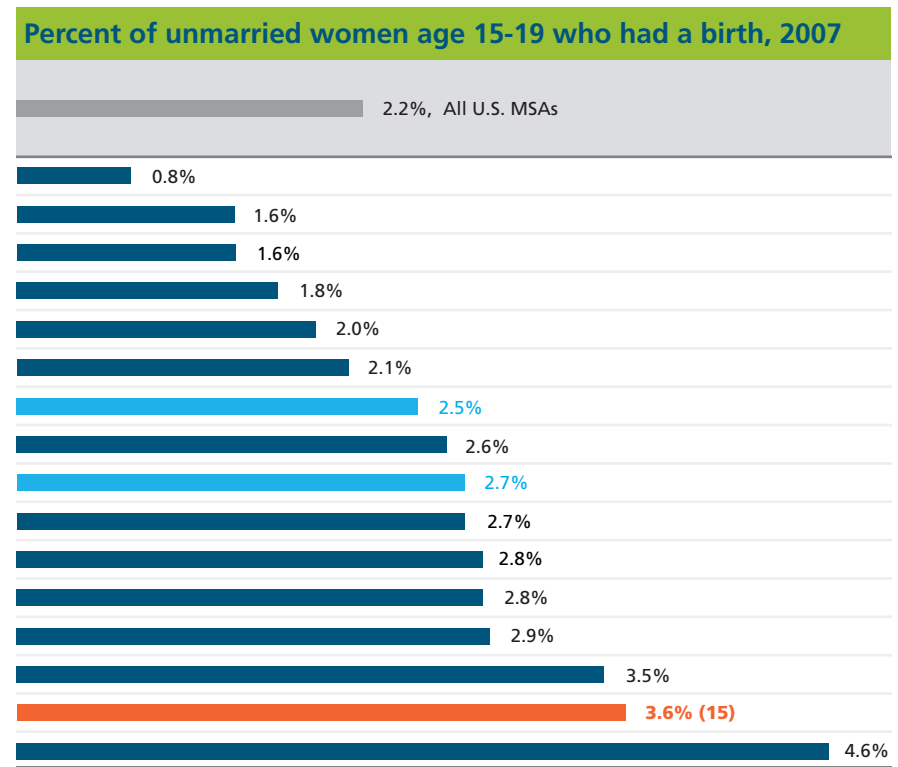
(#) Ranked from lowest (1) to highest (16)

Indicator 3.06: Births to Teens

This indicator includes data from the American Community Survey on unmarried women from the ages of 15 to 19 who had a birth in the previous 12 months.



Number of unmarried women age 15-19 who had a birth, 2007			
Metro Area	Number of unmarried women age 15-19 who gave birth in last 12 months		Total number of women age 15-19*
Raleigh	(1)	304	(16) 37,212
Portland		1,067	68,744
San Diego		1,713	105,951
Nashville		897	50,719
Minneapolis		2,147	108,917
Indianapolis		1,223	57,360
Cleveland		1,791	71,955
Chicago	(16)	8,920	(1) 337,913
Cincinnati		2,023	75,453
Charlotte		1,499	54,770
Milwaukee		1,515	53,960
Austin		1,624	57,337
Jacksonville		1,192	41,636
Kansas City		2,249	65,126
Columbus	(13)	2,108	(8) 59,347
Louisville		1,787	38,827

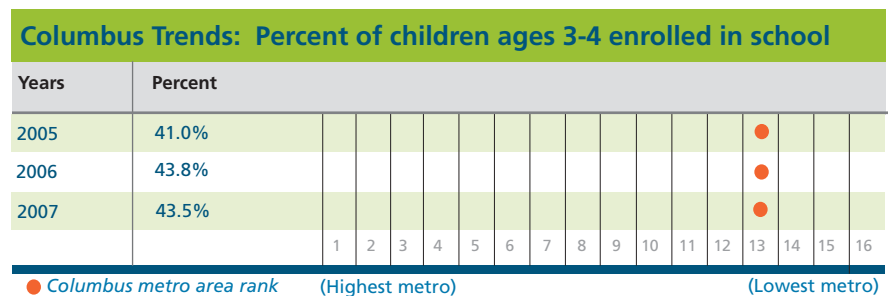


Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16)
except (*) ranked highest to lowest

Indicator 3.07: Pre-K Enrollment

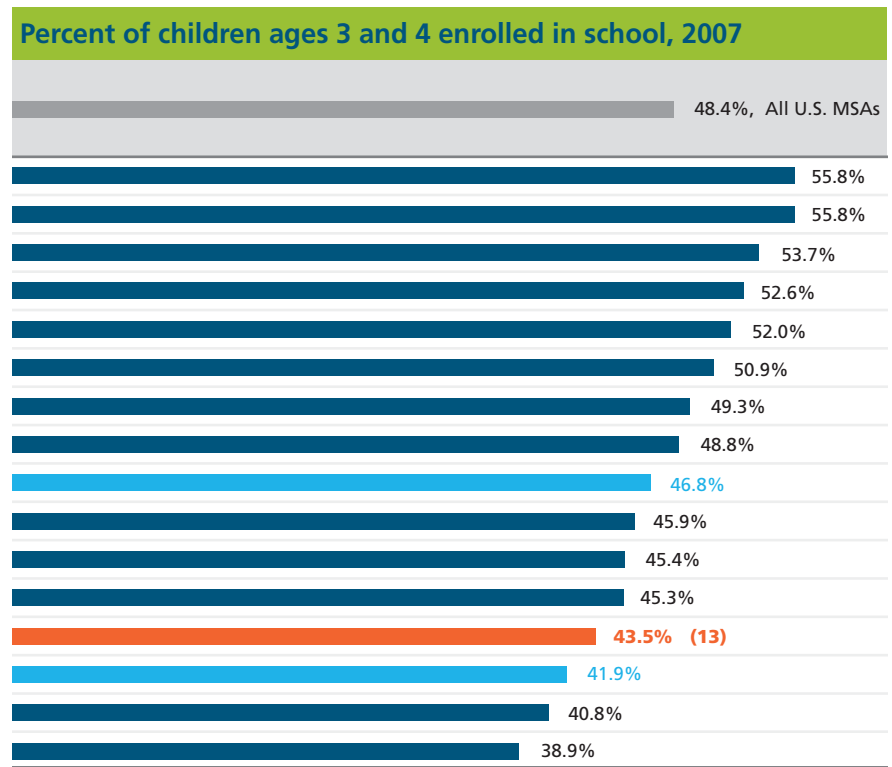
This indicator includes data from the American Community Survey on school enrollment for children ages 3 and 4, including the type of school (public or private). The data does not represent all nursery and preschool enrollment, as these education levels include children outside the age range of 3 to 4.



Number of children ages 3 and 4 enrolled in school, 2007		
Metro Area	Number of children ages 3 to 4 enrolled in public school	Number of children ages 3 to 4 enrolled in private school
Jacksonville	10,571	10,572
Charlotte	11,892	16,752
San Diego	24,182	20,914
Chicago	(1) 81,421	(1) 64,566
Cleveland	13,110	14,377
Milwaukee	12,662	8,822
Raleigh	(16) 5,047	12,029
Kansas City	13,934	15,077
Cincinnati	13,584	14,089
Louisville	8,159	(16) 7,302
Indianapolis	10,355	14,254
Minneapolis	22,560	19,334
Columbus	(11) 10,227	(11) 11,704
Portland	8,918	16,637
Austin	9,287	10,348
Nashville	7,661	9,261

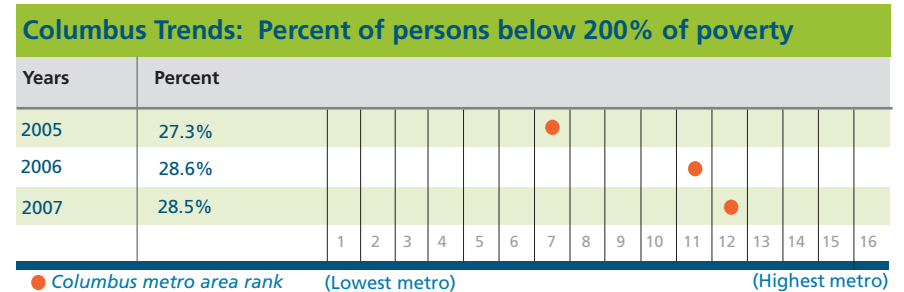
Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16)

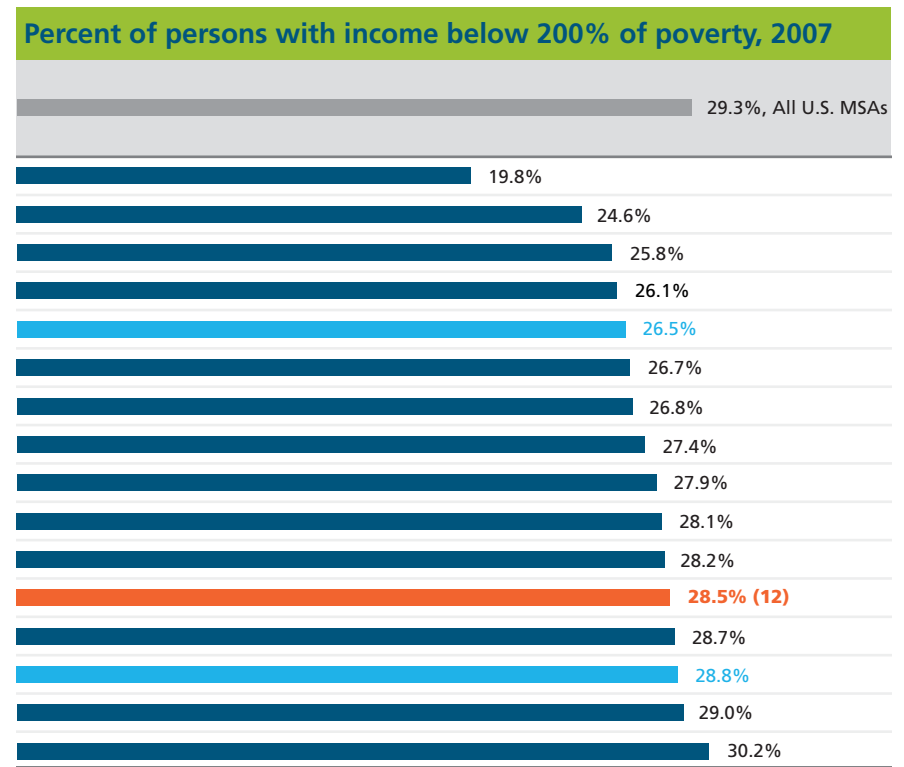


Indicator 3.08: Self-sufficiency Income

This indicator includes data from the American Community Survey on persons with incomes below 200% of the poverty level. According to researchers, an income of at least 200% of poverty is needed by households to maintain a safe and decent standard of living and avoid serious hardships.



Persons with income below 200% of the poverty level, 2007			
Metro Area	Population for whom poverty status is determined		Number of persons below 200% of poverty level
Minneapolis		3,149,274	624,132
Raleigh	(16)	1,024,678	(1) 252,027
Kansas City		1,946,618	503,145
Indianapolis		1,661,840	434,478
Cincinnati		2,088,577	553,543
Chicago	(1)	9,363,207	(16) 2,498,442
Portland		2,140,483	572,927
San Diego		2,879,301	787,991
Milwaukee		1,518,444	424,187
Jacksonville		1,270,913	356,996
Charlotte		1,623,064	457,914
Columbus	(8)	1,708,352	(9) 486,472
Nashville		1,486,672	426,259
Cleveland		2,052,228	590,800
Austin		1,561,579	453,146
Louisville		1,206,841	364,036

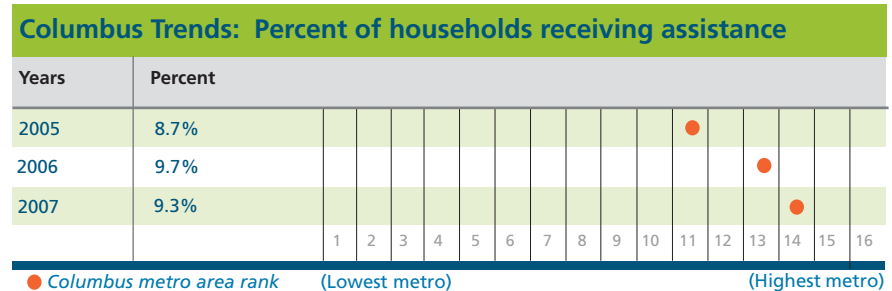


Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16), except (*) ranked highest to lowest

Indicator 3.09: Income Supports

This indicator includes data from the American Community Survey on households that received government income supports in the previous 12 months. Income supports include public assistance payments from state or local government, food stamps, and Supplemental Security Income.



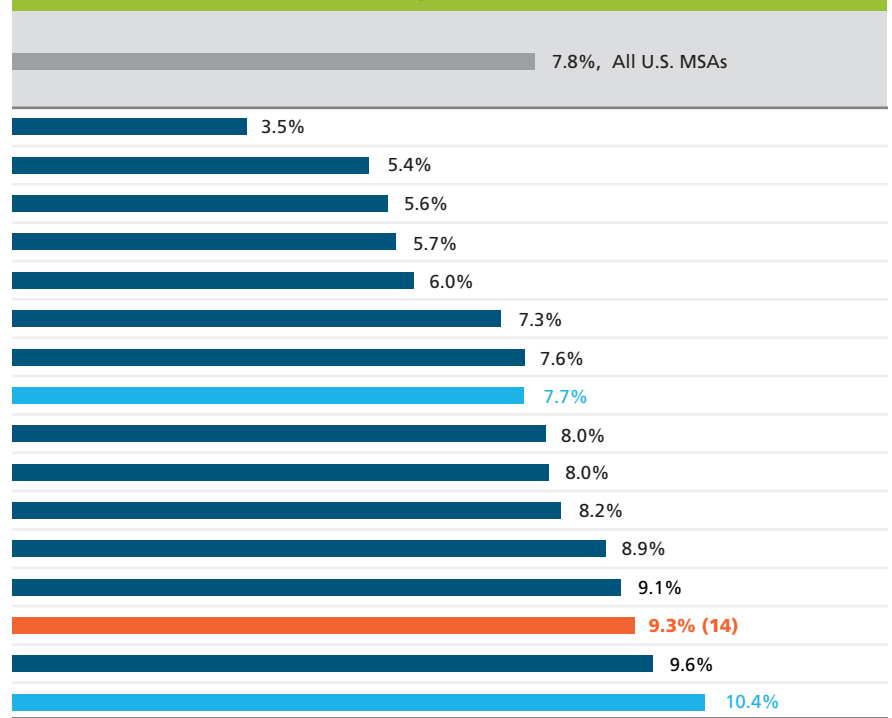
Households receiving SSI, cash assistance, and food stamps, 2007

Metro Area	Number receiving Supplemental Security Income (SSI)	Number receiving cash public assistance	Number receiving Food Stamps
San Diego	39,567	23,406	26,466
Minneapolis	32,119	35,818	56,268
Raleigh	(1) 7,733	(1) 4,190	(1) 20,568
Jacksonville	15,358	5,224	26,618
Austin	11,250	4,870	32,550
Indianapolis	17,433	12,602	44,435
Milwaukee	25,268	9,947	42,683
Cincinnati	29,288	15,243	56,961
Kansas City	26,585	16,720	56,238
Charlotte	16,404	7,568	48,418
Chicago	(16) 104,181	(16) 64,794	(16) 254,738
Nashville	18,195	11,470	48,965
Portland	23,164	19,200	69,426
Columbus	(10) 25,888	(9) 14,755	(13) 59,328
Louisville	19,440	11,785	43,051
Cleveland	35,270	22,086	78,974

Source: U.S. Census Bureau, American Community Survey

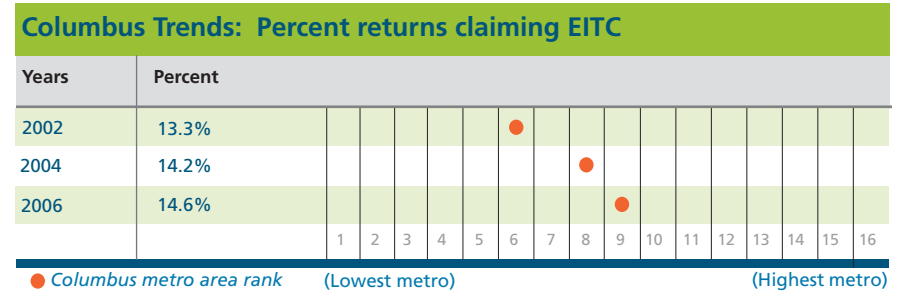
(#) Ranked from lowest (1) to highest (16)

Percent of households receiving public assistance or food stamps

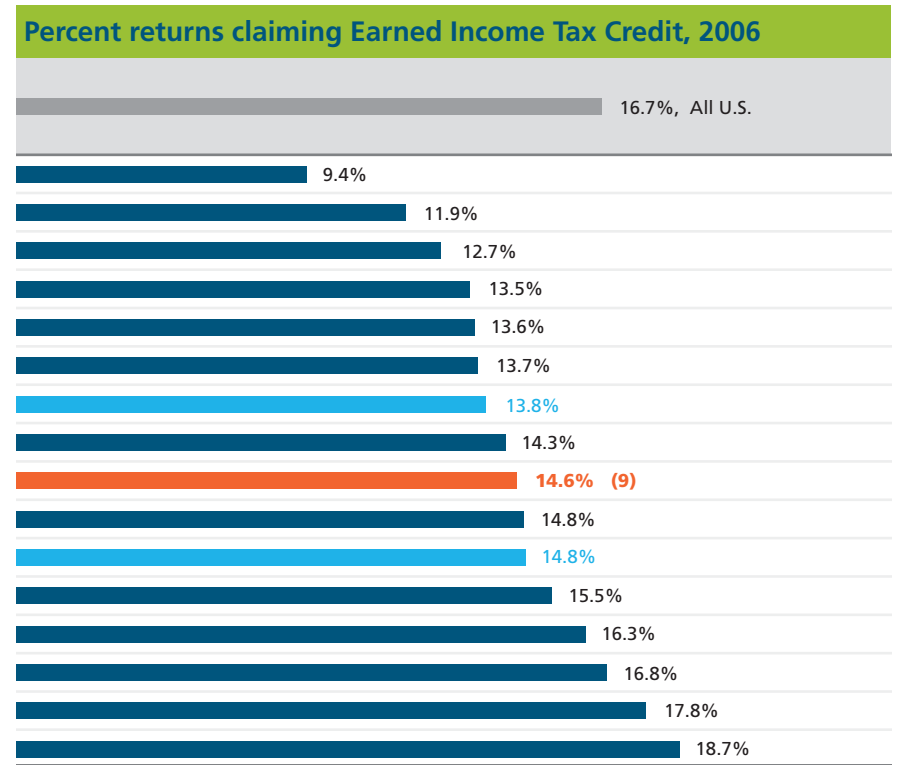


Indicator 3.10: Earned Income Tax Credit

This indicator includes data from the Internal Revenue Service on tax filers claiming the Earned Income Tax Credit (EITC). The EITC is a federal income tax credit for eligible low-income workers that reduces the amount of tax an individual owes and may be returned in the form of a refund.



Income tax returns claiming Earned Income Tax Credit, 2006			
Metro Area**	Number of tax returns claiming Earned Income Tax Credit		Total number of tax returns*
Minneapolis	145,906		1,559,141
Portland	111,791		942,154
Milwaukee	93,379		733,869
Kansas City	122,652		911,172
San Diego	172,426		1,272,338
Raleigh	(1) 57,954	(16)	424,569
Cincinnati	136,029		979,874
Austin	96,125		670,029
Columbus	(9) 121,282	(8)	831,705
Chicago	(16) 615,465	(1)	4,171,478
Cleveland	149,855		1,013,821
Indianapolis	117,388		758,985
Nashville	110,644		679,634
Louisville	95,949		571,372
Charlotte	127,503		715,996
Jacksonville	111,697		598,798

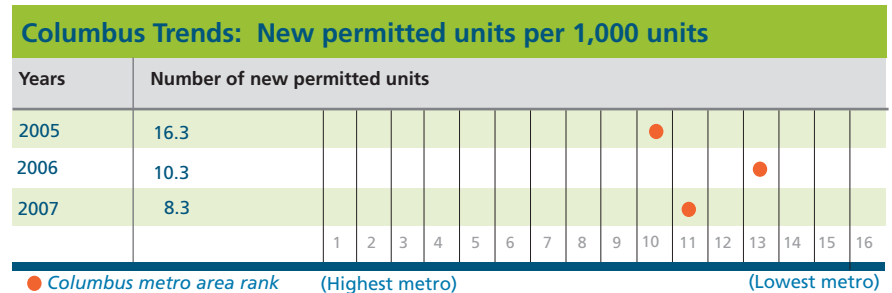


Source: Internal Revenue Service, Zip Code Data
 * Metro area based on zip codes with centerpoint within MSA

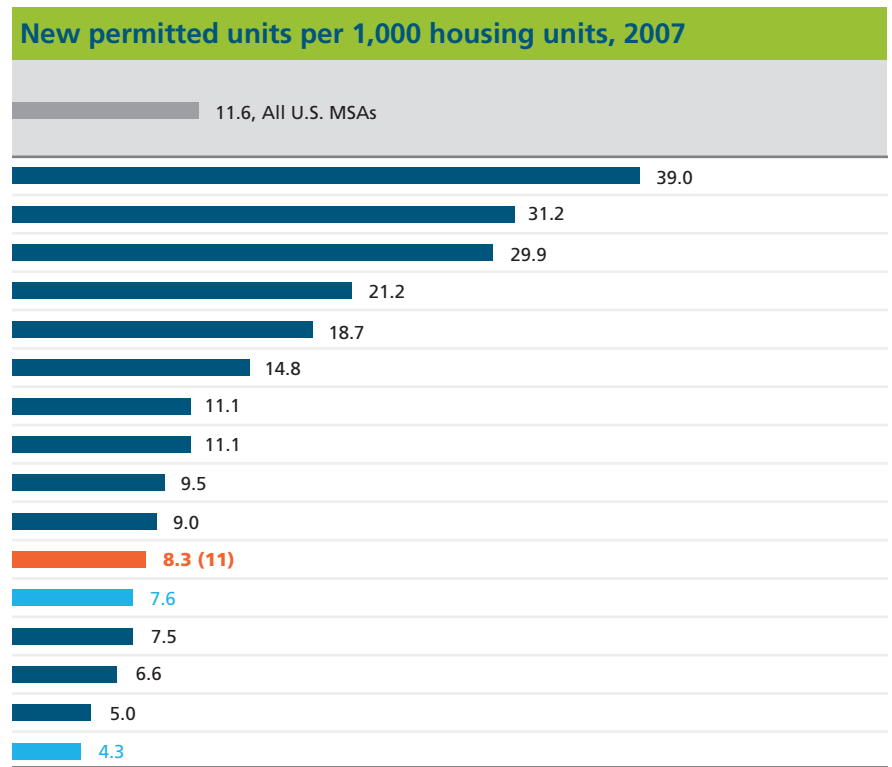
(#) Ranked from lowest (1) to highest (16),
 except (*) ranked highest to lowest

Indicator 3.11: New Housing Starts

This indicator includes data from the Census Bureau on new housing starts. The Census Bureau collects and reports on building permit data from U.S. cities. New housing starts include residential building permits for both single-family and multiple-unit residential buildings.



New housing starts, 2007			
Metro Area	Number of new permitted residential units	Percent of new permitted units within multiunit structures	Total number of housing units
Raleigh	16,614	23.2%	(16) 426,193
Austin	19,903	39.1%	638,649
Charlotte	21,190	25.0%	708,149
Nashville	13,567	19.6%	641,406
Jacksonville	10,928	32.8%	583,685
Portland	13,115	35.9%	886,554
Louisville	6,062	26.7%	545,807
Indianapolis	8,298	14.5%	747,430
Kansas City	8,129	25.8%	860,205
Chicago	(1) 33,933	46.7%	(1) 3,751,687
Columbus	(13) 6,402	(7) 32.5%	(8) 772,763
Cincinnati	6,884	23.2%	911,011
Minneapolis	9,982	24.1%	1,323,904
San Diego	7,435	(1) 54.0%	1,133,069
Milwaukee	(16) 3,266	36.3%	655,577
Cleveland	4,075	(16) 12.3%	944,267



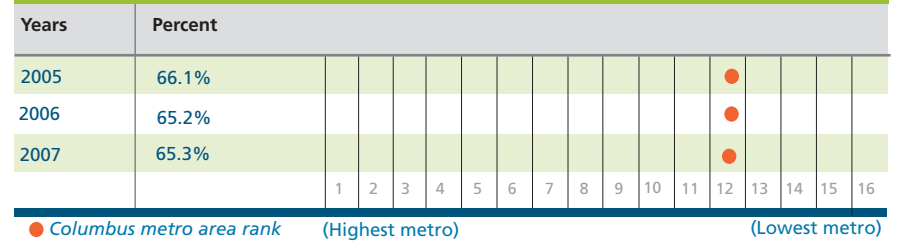
Source: U.S. Census Bureau, Manufacturing Mining & Construction Statistics; American Community Survey

(#) Ranked from highest (1) to lowest (16)

Indicator 3.12: Homeownership

This indicator includes data on homeownership from the American Community Survey (ACS). The ACS considers a housing unit to be owner-occupied if the owner or co-owner lives in the unit, even if it is mortgaged or not fully paid for.

Columbus Trends: Percent housing units that are owner-occupied



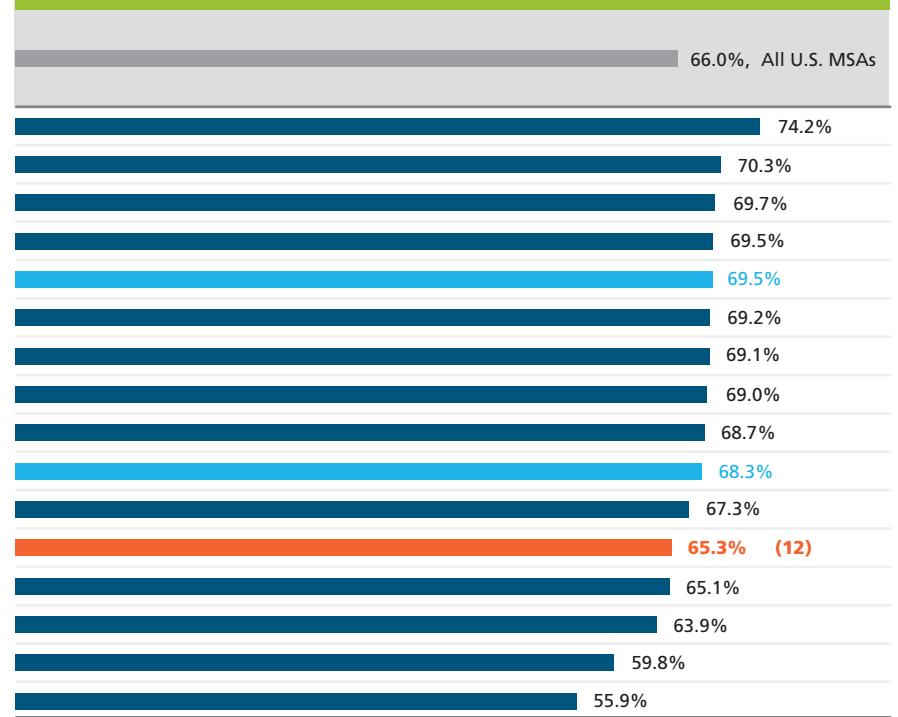
Owner-occupied housing units, 2007

Metro Area	Total occupied housing units	Total owner-occupied housing units
Minneapolis	1,246,042	924,184
Louisville	490,447	344,798
Nashville	585,076	407,609
Indianapolis	657,445	456,731
Cincinnati	808,000	561,223
Kansas City	771,959	534,418
Chicago	(1) 3,412,058	(1) 2,356,612
Jacksonville	506,456	349,454
Raleigh	(16) 393,260	(16) 270,210
Cleveland	835,704	570,541
Charlotte	638,709	429,931
Columbus	(8) 684,217	(9) 446,646
Portland	833,728	543,024
Milwaukee	605,769	386,841
Austin	583,598	349,024
San Diego	1,045,265	584,243

Source: U.S. Census Bureau, American Community Survey

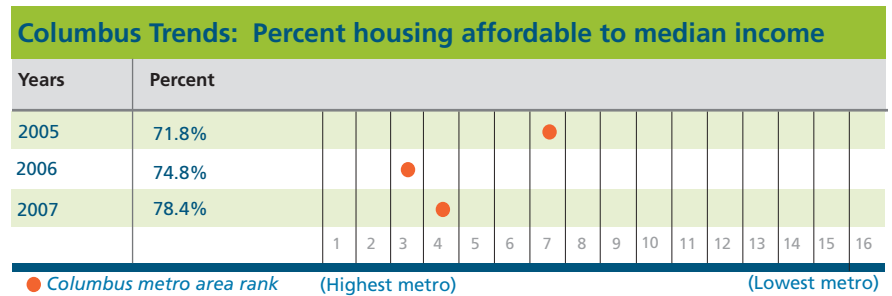
(#) Ranked from highest (1) to lowest (16)

Percent of occupied housing units that are owner-occupied, 2007



Indicator 3.13: Owner Housing Affordability

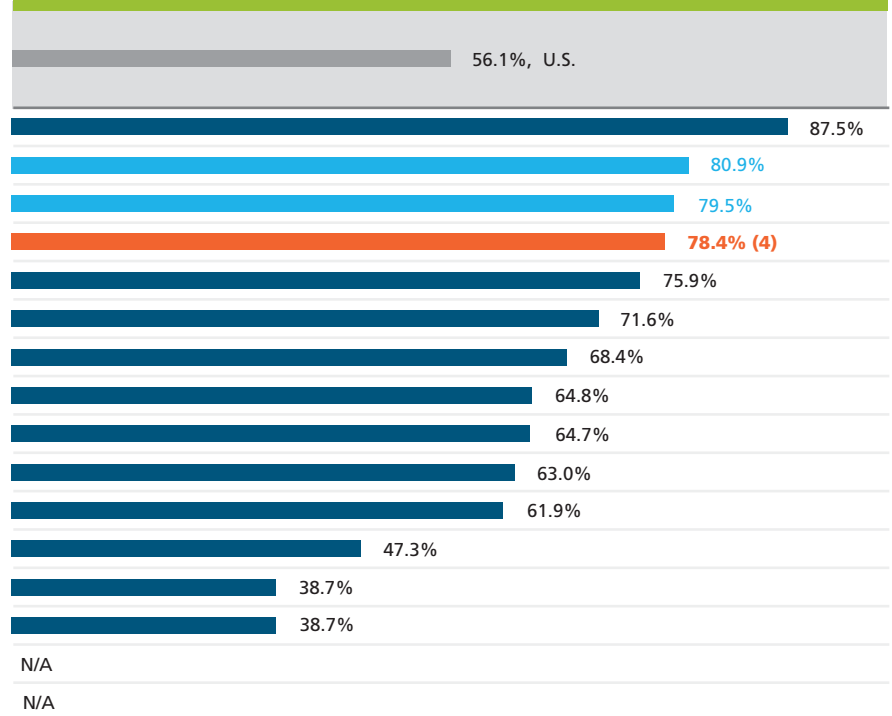
This indicator includes data compiled by the National Association of Home Builders on owner housing affordability across the nation. The affordability data are based on the U.S. Department of Housing and Urban Development median family income, interest rates, and the price of existing and new homes sold in each market area for a particular quarter. Data on homes sold are collected from court records on sales nationwide. A national affordability ranking of “1” indicates that an MSA has the greatest percentage of affordable homes sold among all MSAs in the nation.



Median sales price and housing affordability ranking, 2008

Metro Area	Median sale price (\$)	National affordability ranking*
Indianapolis	(1) 108,000	(1) 6
Cleveland	115,000	31
Cincinnati	130,000	36
Columbus	(5) 134,000	(4) 37
Louisville	130,000	45
Minneapolis	201,000	63
Charlotte	162,000	76
Raleigh	210,000	88
Jacksonville	174,000	90
Milwaukee	175,000	99
Austin	185,000	104
Chicago**	250,000	163
Portland	262,000	(T-13) 192
San Diego	(14) 308,000	(T-13) 192
Kansas City	NA	NA
Nashville	NA	NA

Percent housing affordable to median income buyer, 3rd quarter 2008



Source: National Association of Home Builders

(#) Except ranked from lowest (1) to highest (14); percent housing affordable ranked from highest (1) to lowest (14)

*The national affordability ranking included 215 metro areas.

**Metropolitan division (not whole MSA). Division is comprised of Chicago, Naperville, and Joliet

Indicator 3.14: Foreclosures

This indicator provides data on home foreclosures from the RealtyTrac 2008 U.S. Metropolitan Foreclosure Market Report. The report includes the total number of properties in some stage of foreclosure in the nation's 100 largest MSAs, and ranks the MSAs on the number of households per foreclosure (a measure of foreclosure rate). Areas with the **lowest number and rank** of households per foreclosure have the **highest foreclosure rates**. RealtyTrac's report includes properties in all three phases of foreclosure: Pre-foreclosures, Foreclosures, and Real Estate Owned properties (properties re-purchased by a bank).

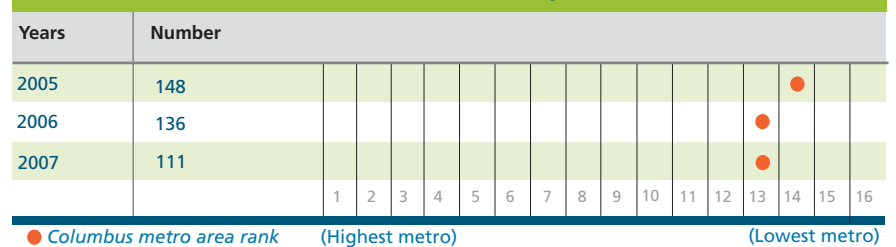
Homes in any phase of foreclosure, 3rd quarter 2008

Metro Area	Number of foreclosures	Change in number of foreclosures from 2007 Q3	National rank* foreclosures as percent of housing units**
Austin	1,511	-6.0%	(1) 85
Raleigh	(1) 1,279	18.9%	69
Minneapolis	4,916	74.8%	61
Portland	3,433	(16) 141.8%	59
Louisville	2,067	60.6%	60
Nashville	2,492	87.2%	58
Charlotte	3,162	17.8%	49
Milwaukee	3,076	39.2%	48
Kansas City	4,298	77.2%	46
Chicago	(16) 22,069	41.9%	31
Cincinnati	5,432	11.8%	37
Cleveland	7,386	(1) -37.5%	30
Columbus	(13) 6,140	(4) 15.2%	(13) 29
Indianapolis	6,029	24.9%	28
Jacksonville	5,293	72.1%	25
San Diego	17,273	139.0%	(16) 12

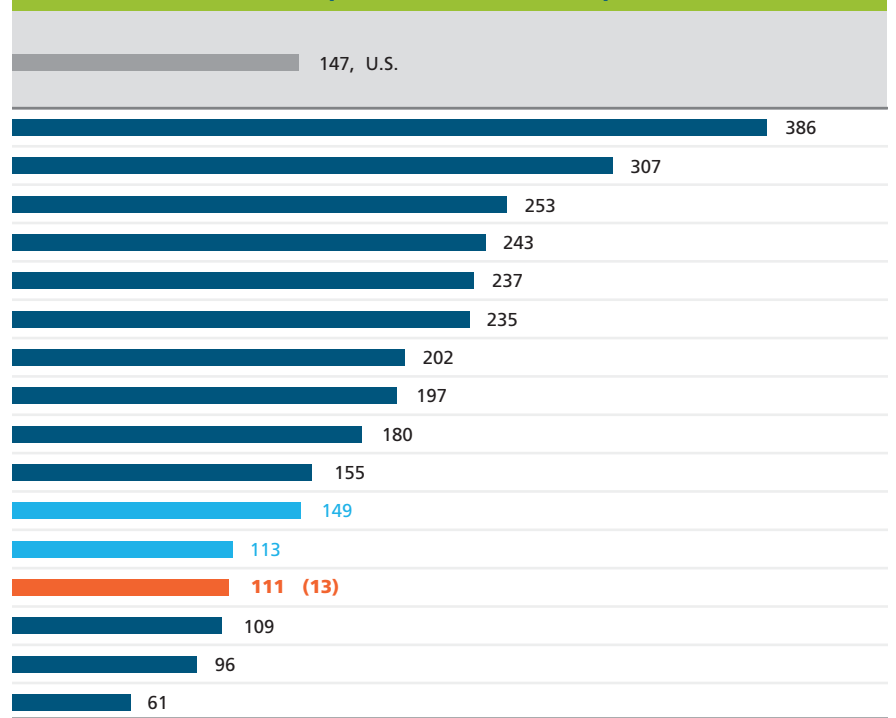
Source: RealtyTrac: U.S. Metropolitan Foreclosure Market Report
 **The national foreclosure ranking included 100 metros.

(#) Ranked from lowest (1) to highest (16),
 except (**) ranked from highest (1) to lowest (16)

Columbus Trends: Number of households per foreclosure

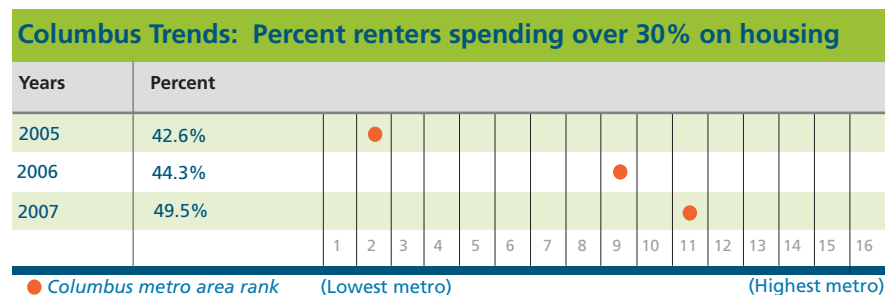


Number of households per foreclosure, 3rd quarter 2008**



Indicator 3.15: Rental Housing Affordability

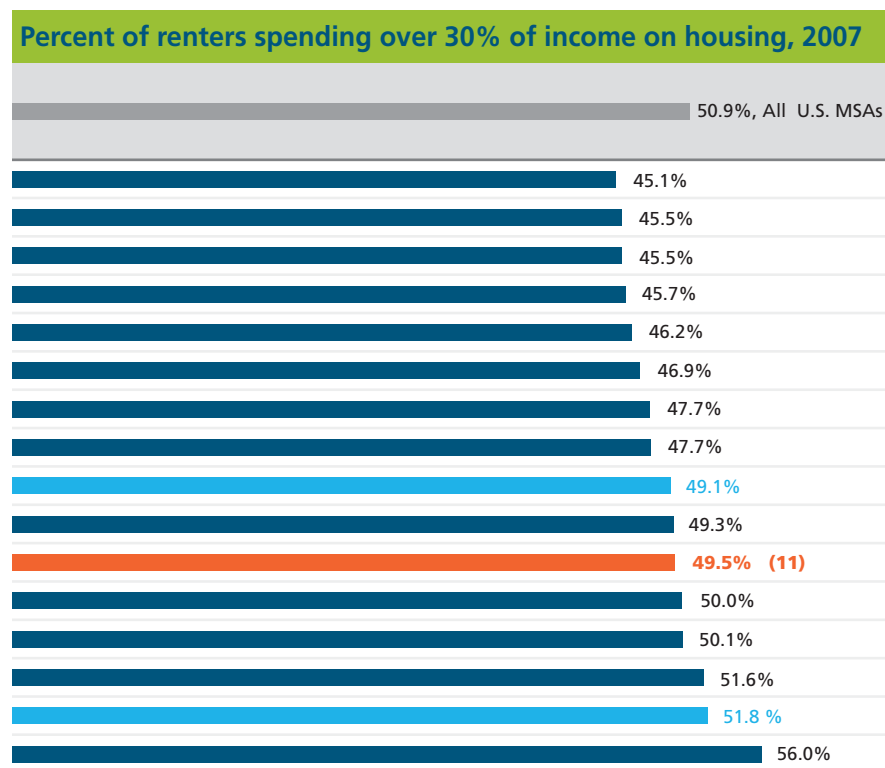
This indicator includes data from the American Community Survey on renter housing units and their affordability to their occupants. According to the U.S. Department of Housing and Urban Development (HUD), housing is affordable if a renter pays no more than 30% of their annual household income for rent and utilities. Households who pay more than 30% of their income for housing are considered to be “cost burdened” by HUD.



Renter-occupied housing units and housing cost burden, 2007			
Metro Area		Total renter-occupied housing units*	Number of renters spending over 30% of income on housing
Indianapolis		190,897	86,019
Raleigh	(16)	117,816	(1) 53,597
Nashville		169,727	77,284
Kansas City		224,341	102,584
Louisville		137,796	63,628
Charlotte		197,450	92,665
Portland		280,896	133,901
Minneapolis		312,267	148,876
Cincinnati		234,497	115,225
Milwaukee		213,903	105,365
Columbus	(7)	230,647	(10) 114,117
Austin		228,115	113,994
Jacksonville		148,206	74,183
Chicago	(1)	1,022,292	(16) 527,256
Cleveland		254,657	131,989
San Diego		445,823	249,584

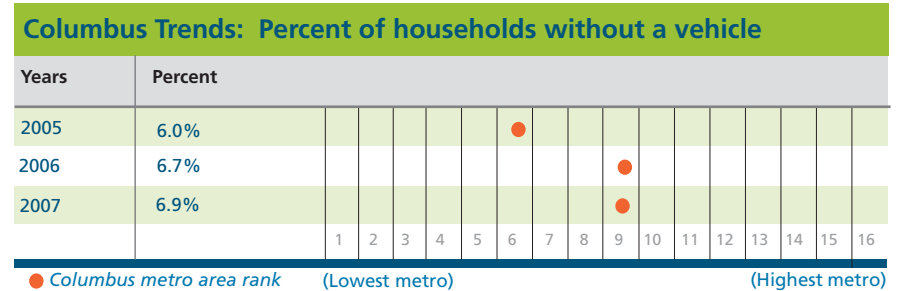
Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16)
except (*) ranked highest to lowest

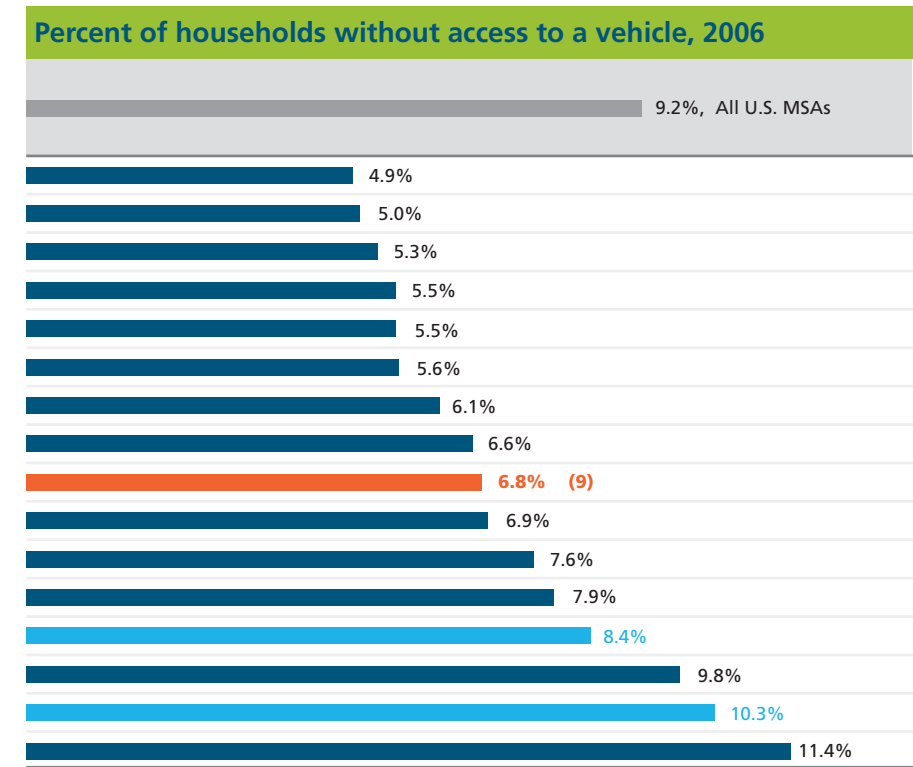


Indicator 3.16 : Households Without a Vehicle

This indicator includes data from the American Community Survey on the number of passenger cars, vans, and pickup or panel trucks of one-ton capacity or less kept at home and available for the use of household members. Vehicles rented or leased for one month or more, company vehicles, and police and government vehicles are included if kept at home and used for non-business purposes. Dismantled or immobile vehicles are excluded, as are vehicles kept at home but used only for business purposes.



Number of households without access to a vehicle, 2006	
Metro Area	Households without access to a vehicle
Austin	28,462
Raleigh	(1) 19,712
Indianapolis	34,615
Nashville	32,188
Kansas City	42,777
Charlotte	35,593
Jacksonville	31,117
San Diego	69,383
Columbus	(9) 46,615
Minneapolis	86,274
Portland	63,027
Louisville	38,607
Cincinnati	68,106
Milwaukee	59,142
Cleveland	85,782
Chicago	(16) 387,932

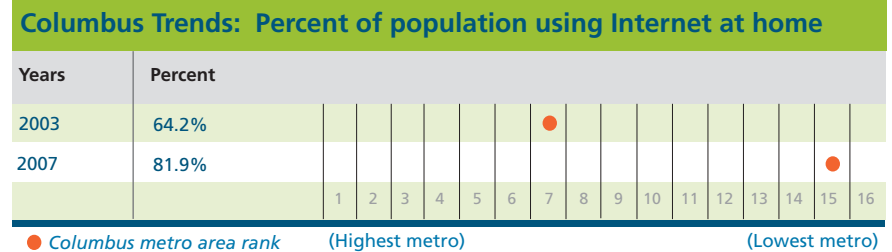


Source: U.S. Census Bureau, American Community Survey

(#) Ranked from lowest (1) to highest (16)

Indicator 3.17: Home Internet Use

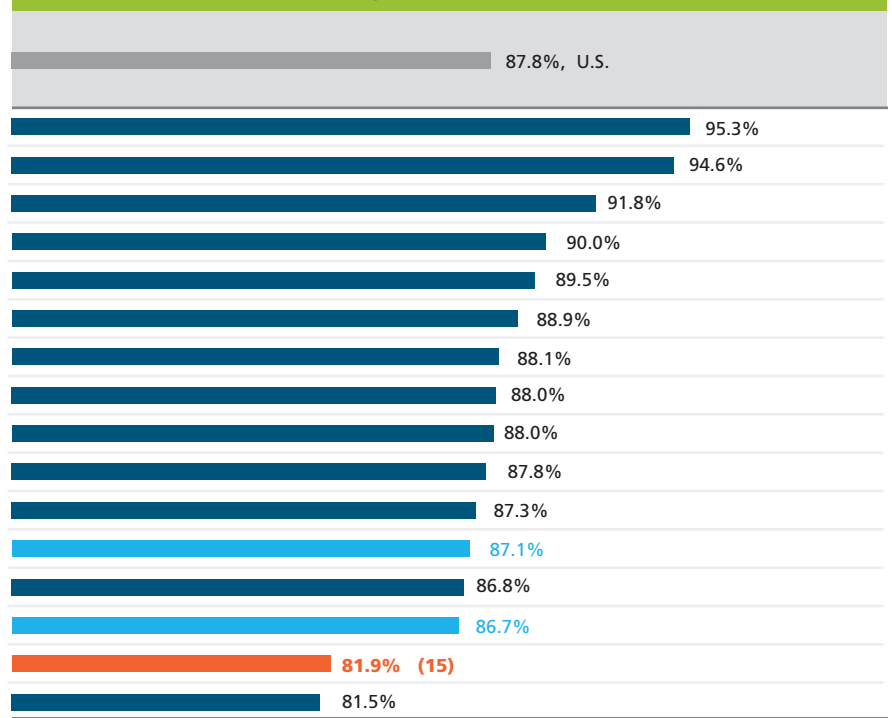
This indicator includes data from the Bureau of Labor Statistics' 2007 Current Population Survey (CPS), compiled by the U.S. Census Bureau. Respondents surveyed in 2007 were asked if and how they accessed the Internet at home.



Number of individuals using the Internet at home, 2007

Metro Area	Access Internet using dial-up connection	Access Internet using high-speed connection
Jacksonville	210,239	790,961
Austin	115,867	1,280,368
Portland	214,319	1,500,656
Milwaukee	177,421	855,429
Raleigh	(16) 91,815	755,365
San Diego	176,159	1,872,208
Charlotte	157,343	1,187,888
Indianapolis	217,205	983,426
Louisville	125,101	(16) 499,029
Chicago	(1) 728,292	(1) 5,513,253
Minneapolis	377,117	1,946,402
Cincinnati	162,495	1,144,401
Kansas City	158,395	1,232,393
Cleveland	171,827	1,348,973
Columbus	(12) 137,583	(11) 928,853
Nashville	95,552	910,368

Percent of population using Internet at home, 2007



Source: Current Population Survey, U.S. Census Bureau

(#) Ranked from highest (1) to lowest (16)

Section 4: Community Wellbeing

This section includes indicators of health, safety, civic life, transportation, environmental quality, and cultural and leisure activities that describe the wellbeing of the metro areas.

The following are the Community Wellbeing indicator categories:

- | | |
|--------------------------------------|-----------------------------------------|
| 4.01 Obesity | 4.10 Traffic Congestion |
| 4.02 Smoking | 4.11 Commute Time |
| 4.03 Health Insurance | 4.12 Commute Transportation Mode |
| 4.04 Hospitals and Physicians | 4.13 Wi-Fi Hotspots |
| 4.05 Crime | 4.14 Libraries |
| 4.06 Charitable Contributions | 4.15 Professional Sports |
| 4.07 Volunteering | 4.16 Arts Establishments |
| 4.08 Local Government | 4.17 Air Quality |
| 4.09 Public Transportation | 4.18 Green Building |

Community Wellbeing Overview

Obesity

In 2007, 29.9% of Columbus metro area adults reported being obese, ranking Columbus last among the metro areas. The lowest rate for percent of adults who were obese was 21.3% in Austin and the U.S. rate was 26.3%. Other areas with more than 28.0% obese adults were Raleigh, Kansas City, and Charlotte. Areas with the lowest percentage of obesity (25.0% or lower) were Austin, San Diego, and Chicago.

Smoking

In 2007, 20.9% of Columbus metro area adults reported that they were currently smokers, ranking Columbus 9th (tied with Cleveland) among the metro areas. The percentages of adult smokers ranged from a low of 13.5% in Portland to a high of 25.4% in Cincinnati. Other areas with more than 22.0% of adult smokers were Louisville and Indianapolis. Areas with fewer than 17.0% adult smokers were Portland, San Diego, and Minneapolis.

Health Insurance

In 2007, 13.0% of Columbus area adults were without health insurance, ranking Columbus 7th among the metro areas. The percent of uninsured adults ranged from a low of 8.1% in Milwaukee to a high of 19.1% in Austin. Areas with uninsured rates at or below 11.0% were Milwaukee, Minneapolis, Cleveland, and Louisville. The areas with 16.0% or more uninsured adults were Austin and Charlotte.

Hospitals and Physicians

In 2007, Columbus had 283 physicians per 100,000 population, ranking 10th among the metro areas, and 267 hospital beds per 100,000, ranking 4th. Raleigh had the highest number of physicians per 100,000 population (423). Cleveland had the fewest physicians per 100,000 (210).

Crime

In 2007, Columbus had an estimated 445.2 violent crimes (murder, manslaughter, rape, robbery, aggravated assault) per 100,000 population,

giving it the 7th lowest rate among 13 of the metro areas. Portland had the lowest violent crime rate at 313.2 per 100,000. Other areas with relatively low violent crime rates (under 400.0 per 100,000) were Raleigh, Austin, and Cincinnati. Nashville had the highest rate at 816.7 per 100,000. The U.S. rate was 466.9 per 100,000. Data were not available for Kansas City, Chicago, Jacksonville, and Minneapolis.

Charitable Contributions

In 2006, 33.6% of all federal income tax returns filed by persons in the Columbus metro area included deductions for charitable contributions, ranking Columbus 8th among the metro areas. Minneapolis had the highest percentage of tax returns claiming charitable contributions, at 42.0%, and Nashville had the lowest at 27.2%. The Minneapolis, Raleigh, and Charlotte metro areas had over 39.0% of returns with charitable contribution deductions.

Volunteering

In 2005-2007, the overall volunteer rate for Columbus was 34.7%, ranking 4th among the metro areas. Minneapolis had the highest volunteer rate at 39.3%, followed by Portland and Austin. Jacksonville had the lowest at 20.7%. Columbus ranked 5th in the average annual volunteer hours per resident with 43.1. Indianapolis was first with 46.8 hours per resident, and Jacksonville was last with 26.1.

Local Government

In 2002, the Columbus metro area had 227 different general purpose governmental units, ranking 10th among the metro areas, and 12th in the number of governmental units per 100,000 population. (13.63) The rates of local government units per 100,000 ranged from a low of 0.67 per 100,000 population in the San Diego metro area to 17.48 per 100,000 in Louisville.

Public Transportation

In 2006, urban areas in the Columbus metro had a total of 61 million

passenger miles on public transportation, ranking 14th among the metro areas. Chicago, San Diego, and Portland had the highest numbers of passenger miles. Nashville, Louisville, and Indianapolis had fewer miles than Columbus. From 2003 to 2006, the Columbus area had a 1.7% increase in passenger miles. As in the 2001-2004 period, Columbus ranked last among the 16 metro areas in the percent change in public transportation usage. Portland and Jacksonville had the largest increases in public transportation usage.

Traffic Congestion

In 2005, drivers in the urban areas of the Columbus metro spent an average of 33 extra hours traveling as a result of traffic congestion. This was the 5th lowest traffic congestion delay time among the metro areas. Between 2000 and 2005, travel congestion delay time increased by 13.8% in Columbus, ranking 11th among the 16 metro areas. Cleveland, Kansas City, Milwaukee, Cincinnati, and Indianapolis experienced decreases in congestion. Chicago, San Diego, Austin, Jacksonville, and Nashville had the greatest increases.

Commute Time

In 2007, 37.9% of commuters in the Columbus metro had a commute to work of 25 minutes or longer, the 3rd lowest figure among the metro areas. Milwaukee had the lowest percentage with 37.4%, while Chicago commuters had the longest trips with 55.2% traveling for more than 25 minutes. Across all U.S. metro areas, 43.1% of workers had commutes of this length.

Alternative Transportation Modes

In 2007, 4.1% of Columbus commuters usually walked, bicycled, or used public transportation to travel to work, ranking 9th among the 16 metro areas, tied with Louisville. The rate for all U.S. metro areas was 9.0%. Chicago and Portland ranked highest with 15.0% and 10.0%, respectively. Nashville and Indianapolis were the lowest at 2.3% and 2.5%, respectively. Columbus ranked 15th in percentage of commuters carpooling (8.4%) and 11th in both driving alone (82.2%) and the use of public transportation (1.6%).

Wi-Fi

As of January 20, 2009, Columbus had 370 verified public Wi-Fi hotspots, which represents one hotspot for every 4,741 metro area residents. Columbus ranked 13th for the number of people per hotspot, finishing above Cincinnati (5,388), Nashville (5,210), and Cleveland (5,076). Portland (2,666) and Austin (2,681) had the best ratio of people to Wi-Fi hotspots.

Libraries

In 2006, Columbus ranked 2nd among the 16 metro areas in library circulation per capita (18.0). Cleveland and Portland also had circulation figures above 17.0 per capita. The lowest circulation rates (under 6.0 per capita) were in Austin, San Diego, Nashville, and Louisville.

Professional Sports

In 2007, the Columbus metro area had three professional sports teams, ranking 5th, tied with Indianapolis. Chicago had the largest number of professional sports teams with nine, while Austin and Louisville had none. Jacksonville and Raleigh each had one professional sports team.

Arts Establishments

In 2007, the Columbus metro area had 1,403 arts establishments and ranked 15th among the 16 metro areas with 0.800 establishments per 1,000 population. Cincinnati fell below Columbus from 2004. Nashville again had the greatest number of arts establishments per 1,000 population (1.377).

Air Quality

Columbus ranked 5th in the number of days in 2007 with good air quality, as its 237 trailed behind Austin (296), Jacksonville (288), Portland (279), and Milwaukee (272). This represents a decline in both the number of days with good air quality and ranking from 2006 (283 days and 3rd place). In 2007, Chicago (148), Indianapolis (149), and Charlotte (149) had the lowest number of days with good air quality.

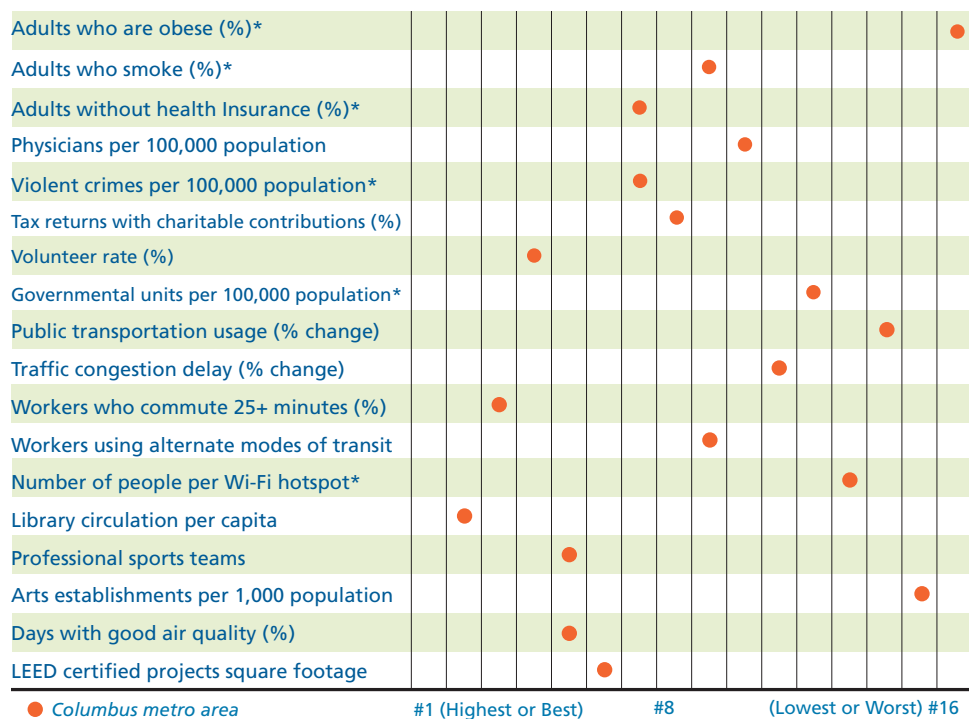
Green Building

Columbus moved from 0.46 sq ft of green building per capita in 2007 to 0.72 in 2008, and remained in 6th place among all 16 metros. Portland had the most square feet per capita (5.57) for LEED certified projects.

For the total number of certified projects, Columbus is tied for 11th with only three projects. Portland and Chicago had the most projects at 86 and 76 respectively. According to the LEED system, Louisville and Raleigh had the lowest number of green building square feet per capita.

Community Wellbeing: How Columbus Compares

This figure depicts how the Columbus metro area compares to the other 15 metro areas using *data from the bar graphs* on the indicator pages in the Community Wellbeing section.



*The indicators are ranked from lowest (#1) to highest (#16).

Patterns across Indicators: Profiles of Metro Areas with high and low rates of Volunteering

The graphic on the next page lines up the 16 metro areas based on their ranking on Indicator 4.07, Overall Volunteer Rate, and shows the other indicators in the report that were found to be most similar and least similar in ranking. Minneapolis, Portland, Austin, Columbus, and Milwaukee had the highest rates of volunteering (rank 1-5). The metros with the lowest rates of volunteering (rank 12-16) were Jacksonville, Chicago, Raleigh, San Diego, and Nashville.

Indicators most similar to the volunteering indicator

Rankings for volunteering were similar to rankings for tax returns claiming charitable contributions (4.06). A range of economic indicators was similar in their rankings: per capita income (2.12), management and professional jobs (2.13), and unemployment rate (2.15). Some other similar indicators were foreclosure rate (3.14) and workers walking, biking, or using public transportation (4.12). Surprisingly, rankings for the volunteering indicator were most similar to those for income gap ratio (3.04) and tax returns claiming Earned Income Tax Credit (3.10).

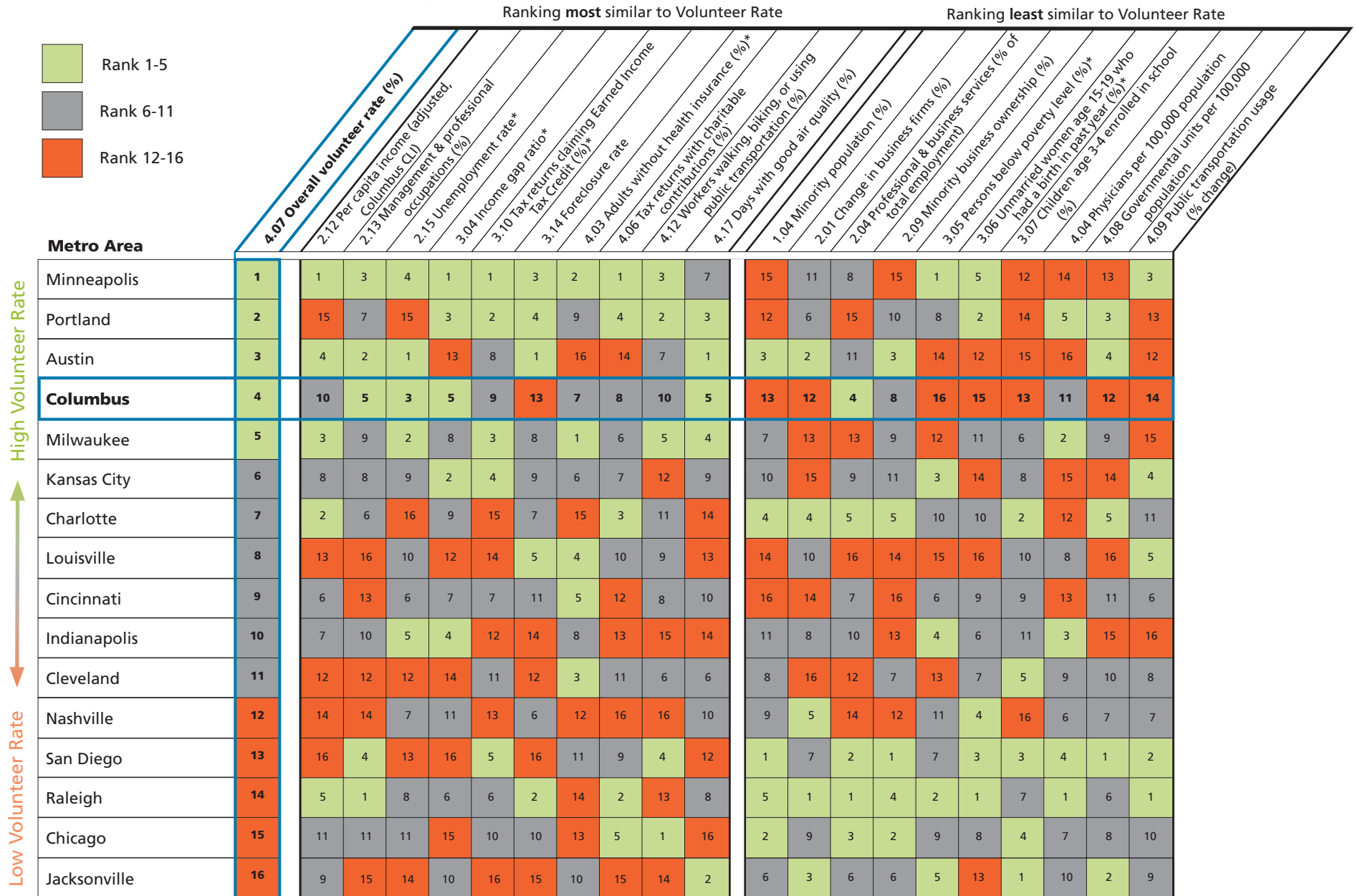
Indicators least similar to the volunteering indicator

Rankings for the volunteering indicator were least similar to those related to the economy of the metro and prosperity of its citizens. Metro areas with more volunteering had less professional and business services (2.04) and less minority business ownership (2.09). They had more people below the poverty level (3.05) and more teen births (3.06). The indicator that was least similar in ranking to volunteering was minority population (1.04).

The Columbus Profile

Columbus was more like a high volunteer rate metro with its low income gap ratio (3.04) and a low unemployment rate (2.15). Columbus was more like a low volunteer metro with its low number of households per foreclosure (3.14).

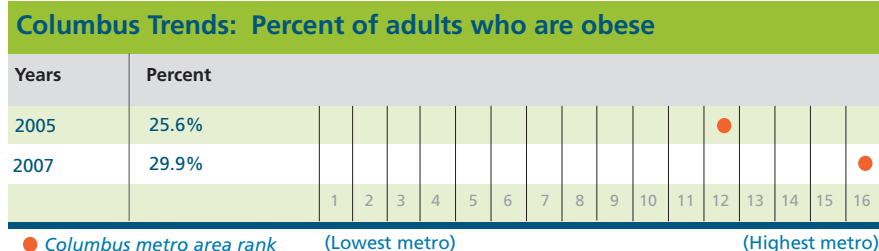
Patterns Across Indicators: Volunteering



Ranking is highest (1) to lowest (16), except for (*) ranked lowest (1) to highest (16); the rankings in this graphic are based on unrounded data and may vary slightly from those in the individual indicator pages

Indicator 4.01: Obesity

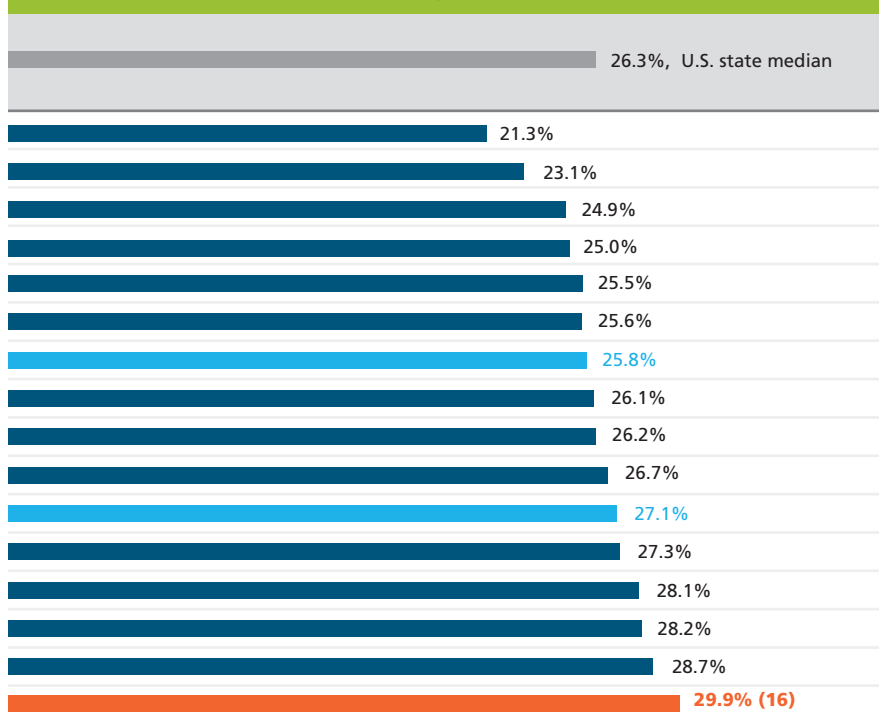
This indicator includes data on the percentage of adults reporting in the Behavioral Risk Factor Surveillance Survey (BRFSS) a Body Mass Index (BMI) of 30.0 or greater. BMI is calculated as weight (in kilograms) divided by height (in meters) squared. The BRFSS is administered by the Ohio Department of Health in conjunction with the Centers for Disease Control and Prevention.



Percent of adults who are obese, 2004-2006

Metro Area	2004	2005	2006
Austin	20.8%	(1) 17.2%	24.9%
San Diego	N/A	20.0%	26.7%
Chicago	22.0%	24.6%	24.2%
Milwaukee	21.3%	19.8%	25.4%
Minneapolis	20.8%	22.5%	23.6%
Portland	21.0%	23.0%	24.2%
Cincinnati	(14) 26.8%	22.3%	26.3%
Jacksonville	N/A	N/A	(15) 29.8%
Louisville	26.0%	(15) 29.1%	24.8%
Nashville	25.0%	26.5%	28.8%
Cleveland	25.6%	23.3%	(1) 22.2%
Indianapolis	24.0%	25.0%	26.0%
Charlotte	23.0%	24.5%	23.3%
Kansas City	23.1%	25.6%	26.9%
Raleigh	(1) 20.1%	22.7%	24.5%
Columbus	(10) 24.3%	(11) 25.6%	N/A

Percent of adults who are obese, 2007



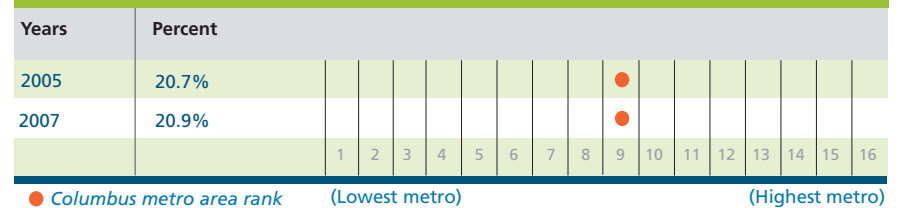
Source: Behavioral Risk Factor Surveillance System, Center for Disease Control
N/A = data not available.

(#) Ranked from lowest (1) to highest (14-15)

Indicator 4.02: Smoking

This indicator includes data on the percentage of adults reporting in the Behavioral Risk Factor Surveillance Survey (BRFSS) that they smoked at least 100 cigarettes in their lifetime and currently smoke. The BRFSS is administered by the Ohio Department of Health in conjunction with the Centers for Disease Control and Prevention.

Columbus Trends: Percent of adults who currently smoke



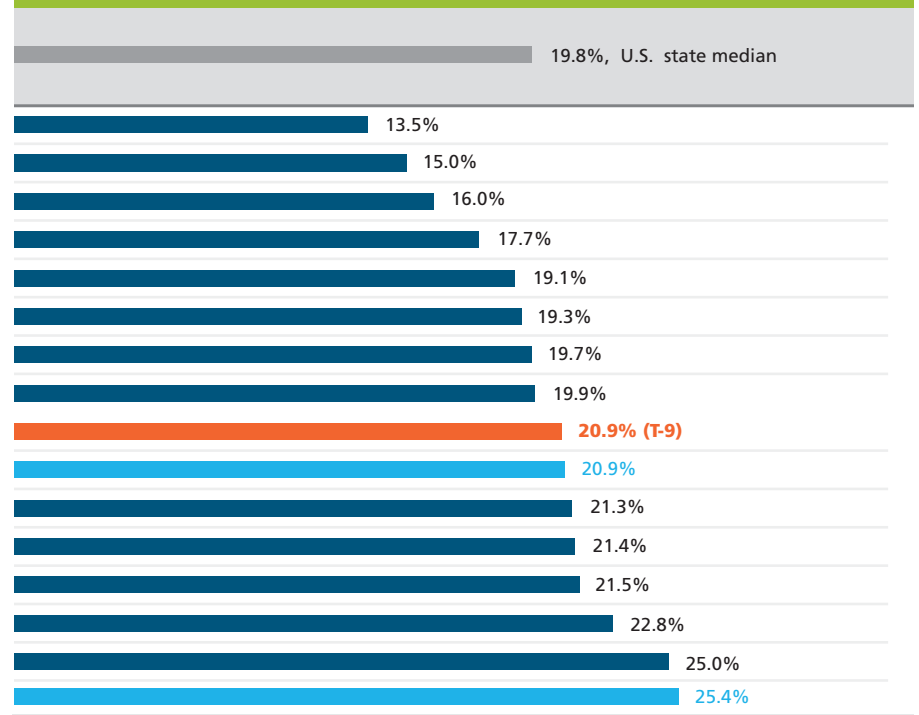
Percent of adults who currently smoke, 2004-2006

Metro Area	2004	2005	2006
Portland	19.8%	17.5%	16.9%
San Diego	N/A	(1) 17.0%	(1) 9.7%
Minneapolis	19.6%	20.5%	16.8%
Austin	18.3%	18.6%	19.2%
Raleigh	(1) 17.0%	18.5%	14.9%
Charlotte	20.3%	21.2%	19.3%
Kansas City	20.5%	21.1%	18.8%
Chicago	22.1%	19.1%	19.1%
Columbus	(14) 26.2%	(10) 20.7%	N/A
Cleveland	24.8%	20.5%	19.5%
Milwaukee	23.5%	19.7%	19.1%
Nashville	27.1%	25.8%	21.4%
Jacksonville	N/A	N/A	22.1%
Indianapolis	24.5%	24.5%	22.5%
Louisville	26.5%	(15) 27.0%	(15) 27.4%
Cincinnati	24.2%	26.1%	25.6%

Source: Behavioral Risk Factor Surveillance System
N/A = data not available

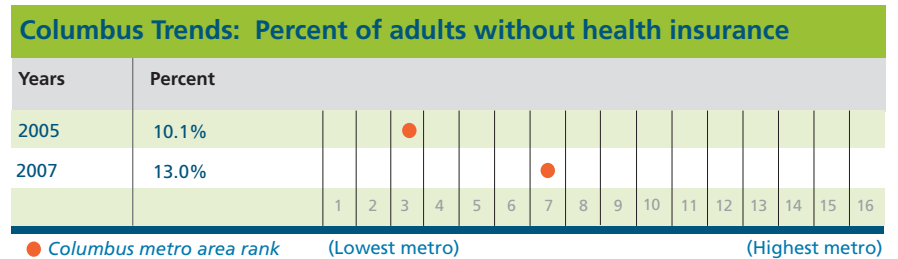
(#) Ranked from lowest (1) to highest (14-15)

Percent of adults who currently smoke, 2007



Indicator 4.03: Health Insurance

This indicator includes data on the percentage of adults in the Behavioral Risk Factor Surveillance Survey (BRFSS) who answered “no” to the question, “Do you have any kind of health care coverage?” The BRFSS is administered by the Ohio Department of Health in conjunction with the Centers for Disease Control and Prevention.



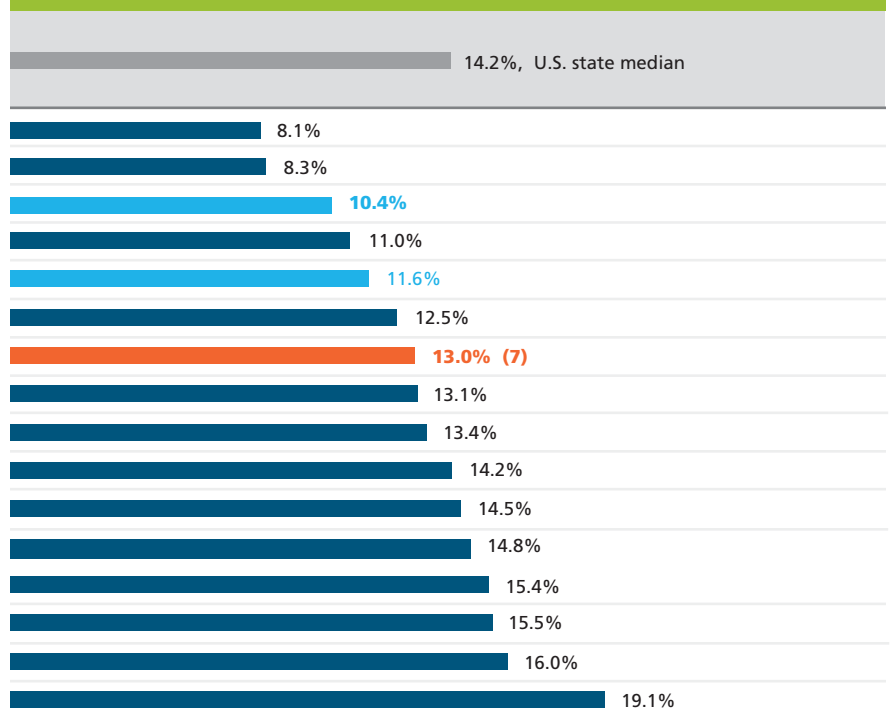
Percent of adults without health insurance, 2004-2006

Metro Area	2004	2005	2006
Milwaukee	11.3%	9.5%	10.6%
Minneapolis	(1) 7.6%	(1) 5.8%	(1) 7.3%
Cleveland	11.1%	11.0%	11.4%
Louisville	13.3%	11.7%	12.7%
Cincinnati	11.0%	11.5%	14.0%
Kansas City	11.0%	12.7%	12.6%
Columbus	(5) 11.2%	(3) 10.1%	N/A
Indianapolis	15.7%	14.7%	14.8%
Portland	16.1%	15.5%	14.0%
Jacksonville	N/A	N/A	15.0%
San Diego	N/A	20.7%	18.3%
Nashville	13.0%	11.1%	10.6%
Chicago	14.6%	15.3%	16.4%
Raleigh	16.5%	14.7%	12.4%
Charlotte	17.0%	18.2%	15.9%
Austin	(14) 20.0%	(15) 23.0%	(15) 20.0%

Source: Behavioral Risk Factor Surveillance System, Centers for Disease Control
N/A = data not available

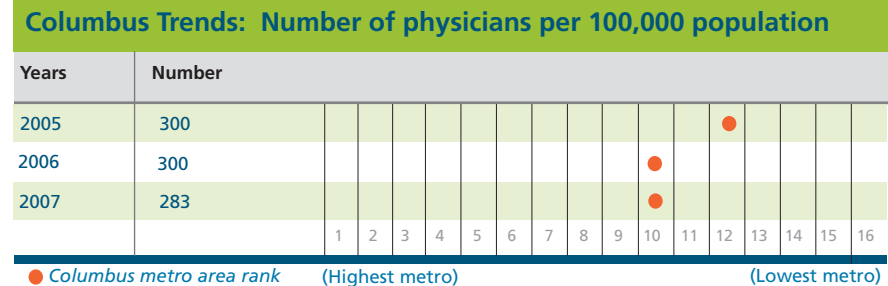
(#) Ranked from lowest (1) to highest (14-15)

Percent of adults without health insurance, 2007



Indicator 4.04: Hospitals and Physicians

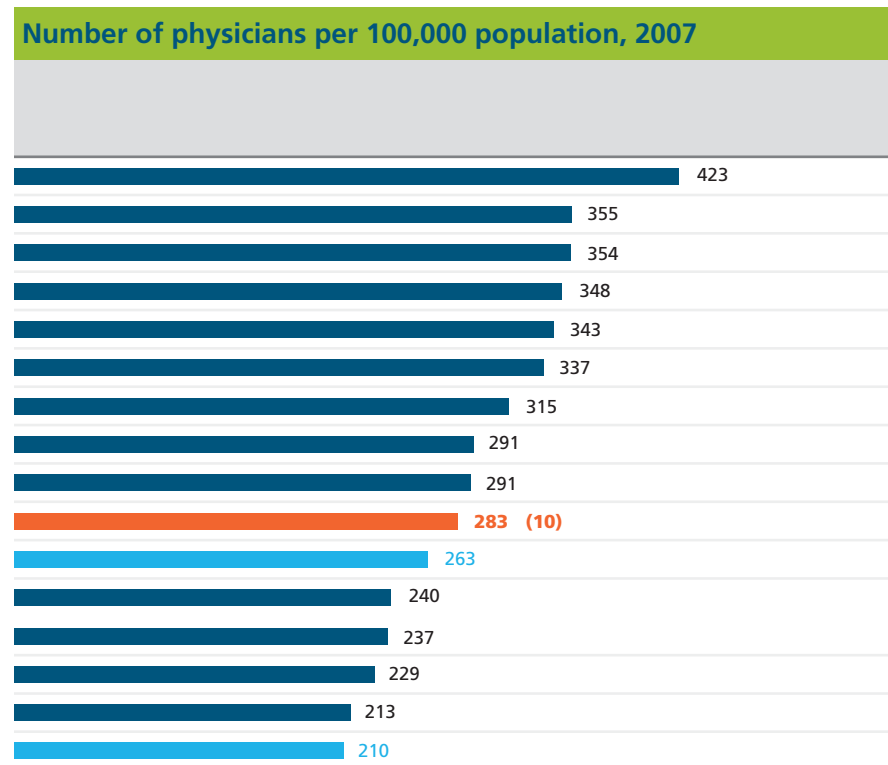
This indicator includes data on the number of hospitals and hospital beds from the American Hospital Association and the number of physicians from the American Medical Association (AMA). The AMA uses 1999 Metropolitan Statistical Area (MSA) definitions. County data from the Census Bureau's 2007 Population Estimates was aggregated to match the 1999 MSAs and determine the ratio of physicians. (See Appendix A for additional notes.)



Numbers of hospitals and beds, 2007			
Metro Area	Number of hospital beds per 100,000		Number of hospitals
Raleigh	(16) 103	(16)	6
San Diego	173		20
Indianapolis	271		21
Louisville	245		11
Nashville	314		26
Milwaukee	263		21
Chicago	221	(1)	77
Jacksonville	247		11
Portland	150		15
Columbus	(4) 267	(10)	16
Cincinnati	198		18
Minneapolis	195		29
Charlotte	204		13
Kansas City	105		13
Austin	154		20
Cleveland	(1) 348		28

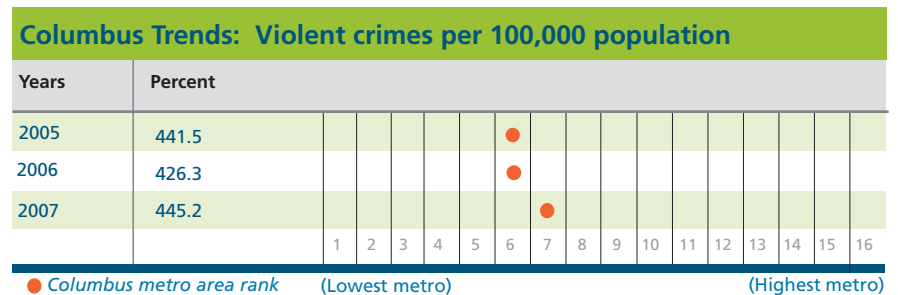
Source: American Medical Association, Physician Characteristics and Distribution in the U.S.; American Hospital Association, Hospital Statistics; U.S. Census Bureau, Population Estimates

(#) Ranked from highest (1) to lowest (16)



Indicator 4.05: Crime

This indicator includes data on violent and property crime from the FBI Uniform Crime Reporting Program (UCR). The UCR defines violent crimes as those involving force or threat of force. Violent crime includes murder and non-negligent manslaughter, forcible rape, robbery, and aggravated assault. Property crime includes the offenses of burglary, larceny-theft, motor vehicle theft, and arson.



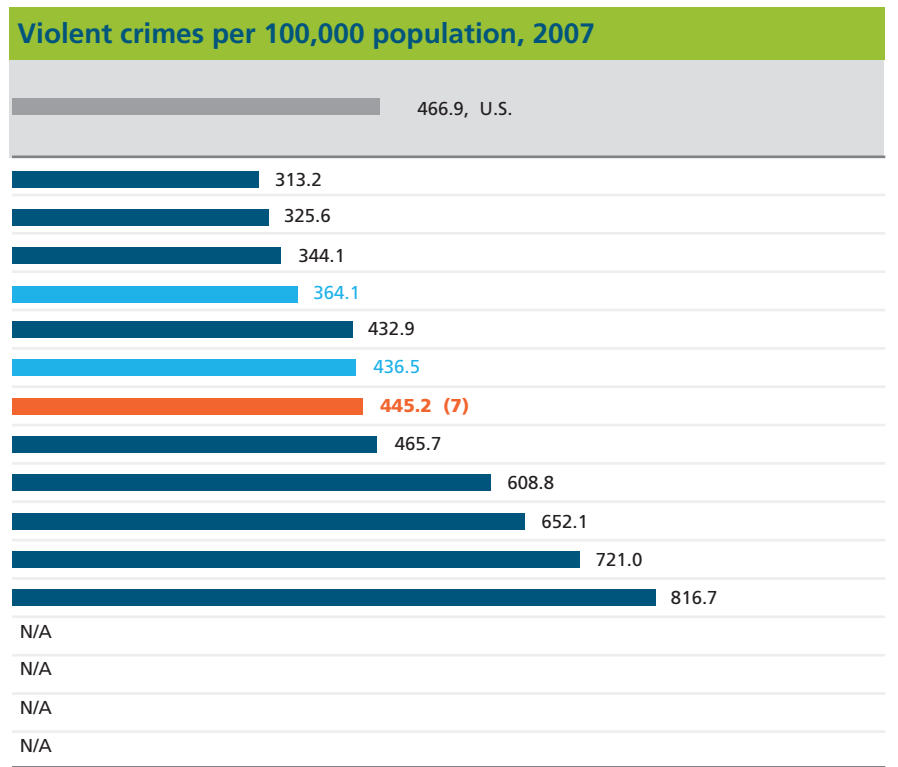
Property crime and violent crime, 2007			
Metro Area	Number of property crimes	Property crimes per 100,000 population	Number of violent crimes
Portland	76,628	3,530	6,799
Raleigh	(1) 28,568	(1) 2,764	(1) 3,366
Austin*	64,102	4,126	5,345
Cincinnati	71,409	3,376	7,702
Louisville	45,424	3,683	5,340
Cleveland	63,199	3,003	9,184
Columbus	(11) 80,041	(12) 4,606	(6) 7,736
San Diego*	89,820	3,060	(12) 13,672
Milwaukee*	60,572	3,995	9,230
Indianapolis	70,304	4,167	11,003
Charlotte	86,157	(14) 5,269	11,789
Nashville*	54,818	3,672	12,193
Chicago	N/A	N/A	N/A
Jacksonville	60,819	4,712	N/A
Kansas City	N/A	N/A	N/A
Minneapolis	(14) 112,527	3,514	N/A

Source: FBI Crime Stats

N/A = data not available

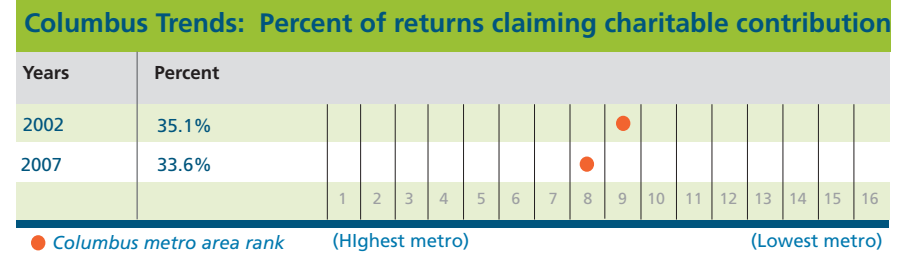
*Data for these MSAs are actual totals. Data for other MSAs are estimated totals.

(#) Ranked from lowest (1) to highest (12-14)

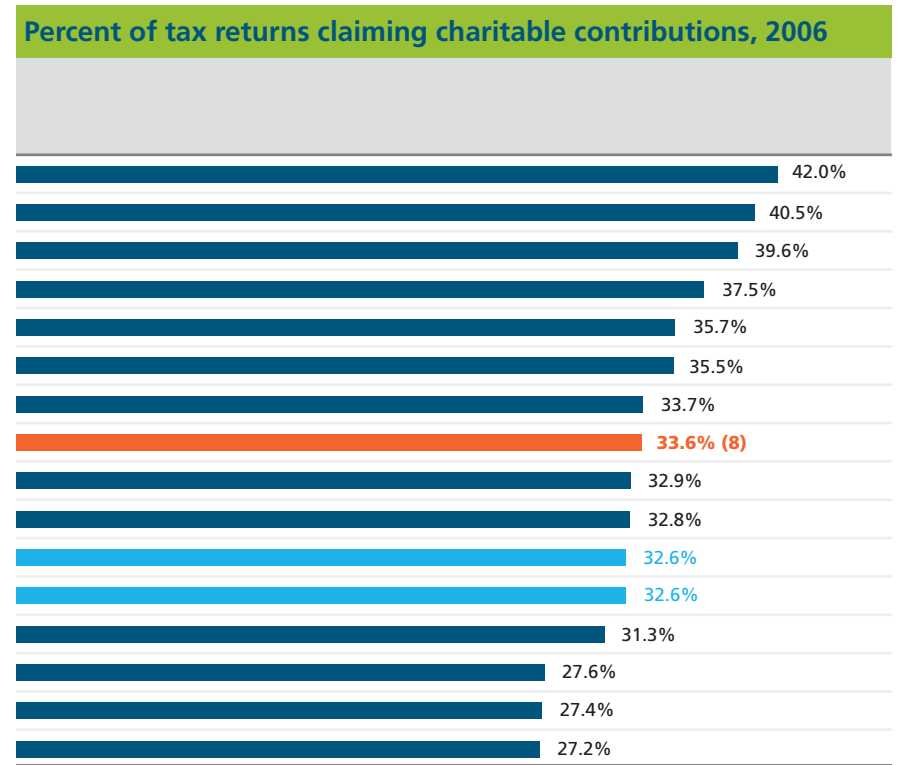


Indicator 4.06: Charitable Contributions

This indicator uses data from the Internal Revenue Service (IRS) on the number of federal tax returns claiming deductions for charitable contributions. These figures do not represent all charitable contributions since filers who use standard deductions do not report their donations.



Tax returns claiming charitable contributions, 2006		
Metro Area	Number of tax returns claiming charitable contributions	Total number of tax returns
Minneapolis	655,285	1,559,141
Raleigh	171,880	(16) 424,569
Charlotte	283,224	715,996
Portland	353,006	942,154
Chicago	(1) 1,487,429	(1) 4,171,478
Milwaukee	260,574	733,869
Kansas City	306,767	911,172
Columbus	(9) 279,094	(8) 831,705
San Diego	417,989	1,272,338
Louisville	187,680	571,372
Cleveland	330,998	1,013,821
Cincinnati	319,747	979,874
Indianapolis	237,729	758,985
Austin	184,891	670,029
Jacksonville	(16) 164,000	598,798
Nashville	185,158	679,634

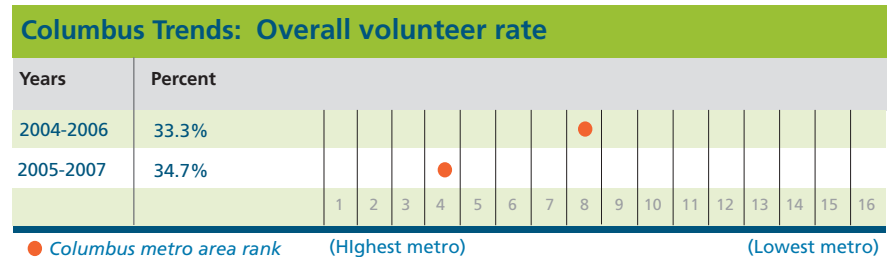


Source: DataPlace, KnowledgePlex (from Internal Revenue Service data)

(#) Ranked from highest (1) to lowest (16)

Indicator 4.07: Volunteering

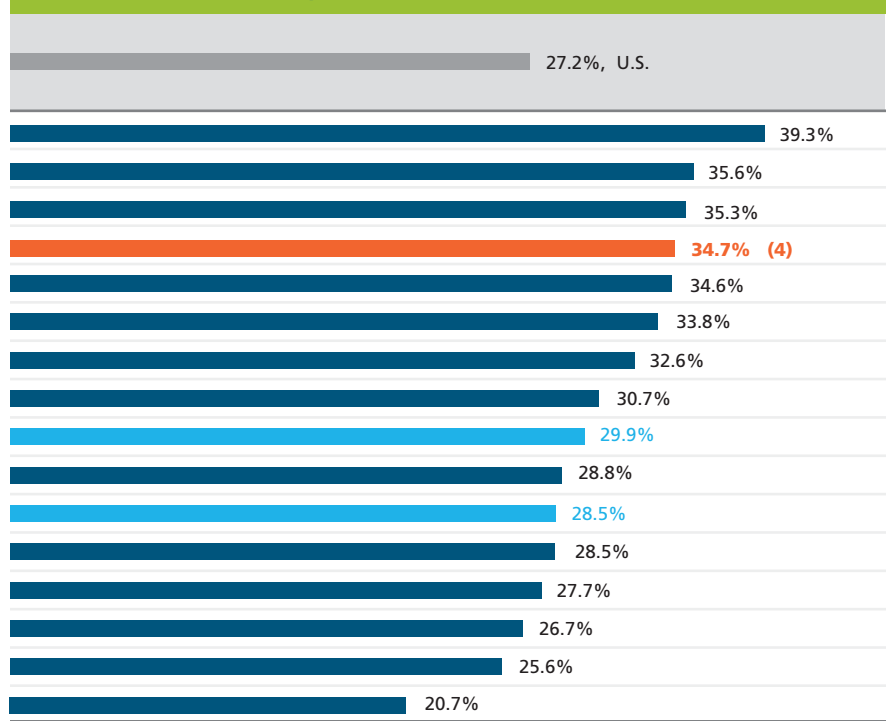
This indicator uses data from the Corporation for National & Community Service (CNCS). Through the Volunteering in America program, CNCS collects and reports a wide variety of information for states and metros across the country, including 3-year estimates of the items provided below. The volunteer rate is the percentage of individuals who responded on the Current Population Survey's Volunteer Supplement that had performed unpaid volunteer activities at any point during the 12-month period that preceded the survey. This indicator is new to the 2009 Benchmarking report.



Volunteer rates and average annual hours, 2005-2007 average

Metro Area	Average annual volunteer hours per resident	Volunteer retention rate
Minneapolis	45.7	77.1%
Portland	46.7	74.8%
Austin	41.9	59.2%
Columbus	(5) 43.1	(6) 72.6%
Milwaukee	35.9	77.0%
Kansas City	45.2	62.9%
Charlotte	40.7	65.1%
Louisville	38.1	(1) 83.9%
Cincinnati	27.3	63.2%
Indianapolis	(1) 46.8	61.0%
Cleveland	31.0	72.8%
Nashville	34.4	61.7%
San Diego	42.0	(16) 55.1%
Raleigh	31.6	58.0%
Chicago	26.9	56.9%
Jacksonville	(16) 26.1	67.8%

Overall volunteer rate, 2005-2007

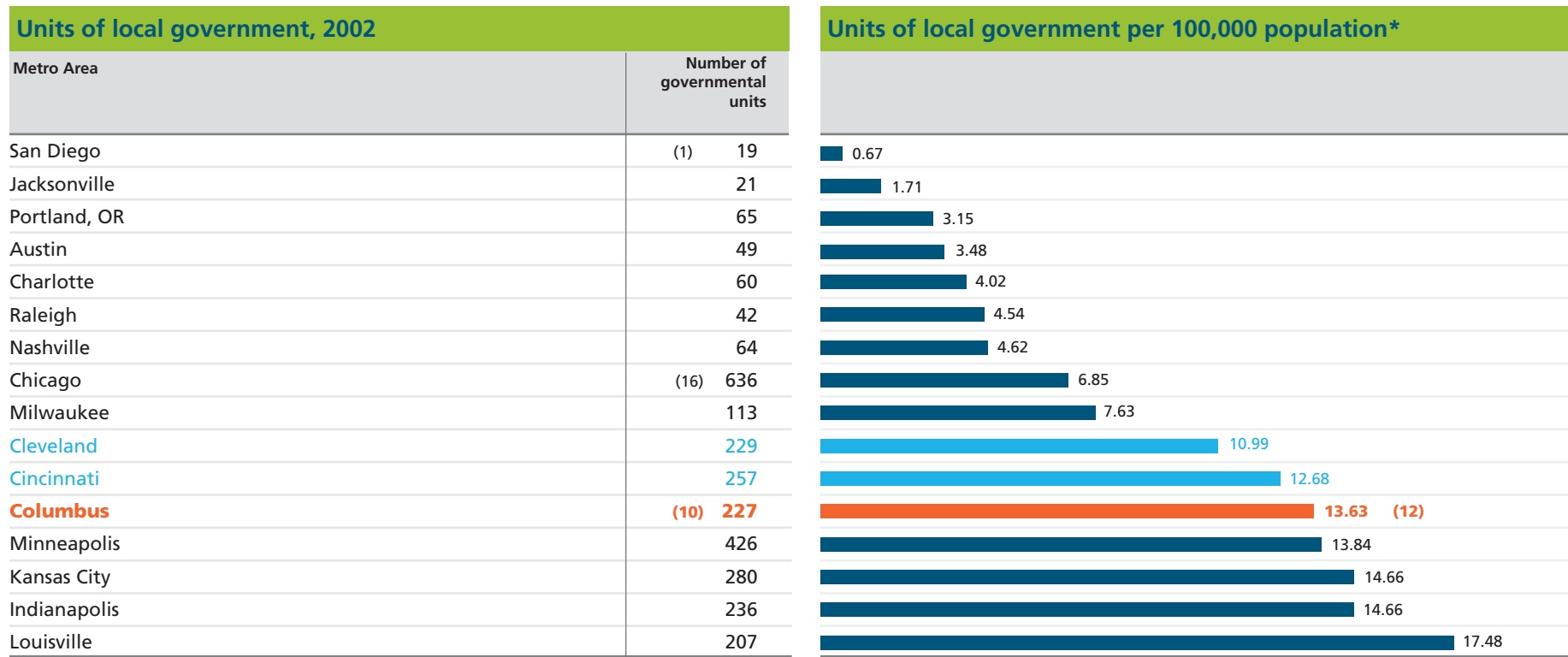


Source: Volunteering in America, Website accessed 11.24.08

(#) Ranked from highest (1) to lowest (16)

Indicator 4.08: Local Government

This indicator includes data from Demographia Magazine on the number of general purpose local governments in metro areas, based on data from the U.S. Census Bureau. A “general purpose” governmental unit is one that has a clearly defined territory and population, such as a city, town, village, township or county. The presence of many units of local government within a metro area may result in competition among jurisdictions and pose challenges to efficient governance and addressing regional issues. New data were not available to update the indicator for the 2009 report (see Appendix A).

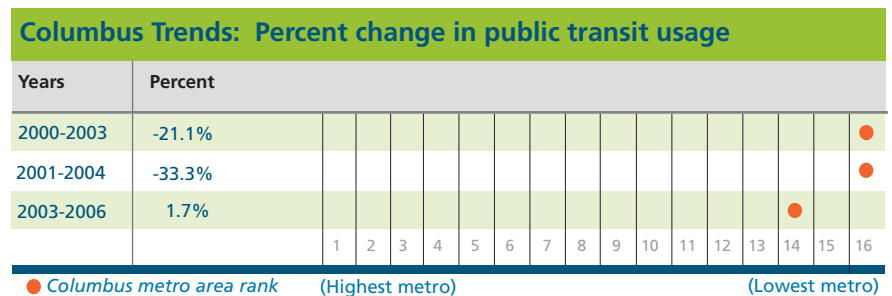


Sources: Demographia, 2002; U.S. Census Bureau, American Community Survey, 2005
*Population figures from 2005

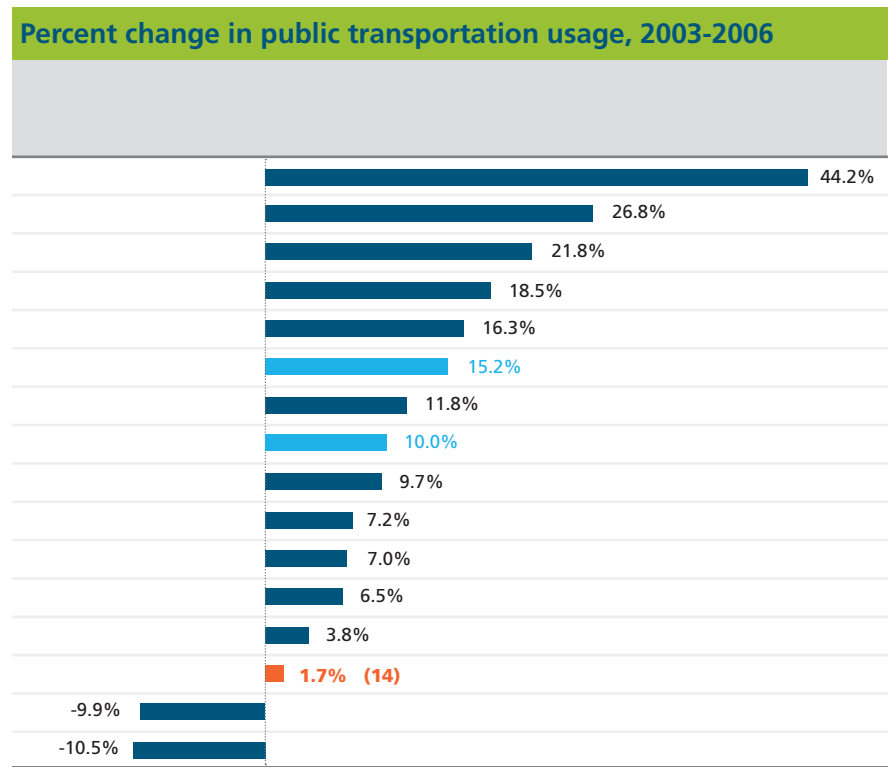
(#) Ranked from lowest (1) to highest (16)

Indicator 4.09: Public Transportation

This indicator includes data from the American Public Transportation Association on the use of public transportation. Passenger miles are the total number of miles traveled by transit passengers. The value is determined by multiplying the number of passenger trips by the average trip length. These data are for urban areas within the metro areas. (See Appendix A for additional notes.)



Passenger miles on public transportation, 2003 and 2006		
Metro Area	Passenger miles, 2003 (millions)	Passenger miles, 2006 (millions)
Raleigh	52	75
San Diego	448	568
Minneapolis	331	403
Kansas City	54	64
Louisville	49	57
Cincinnati	132	152
Nashville	(16) 34	(16) 38
Cleveland	270	297
Jacksonville	62	68
Chicago	(1) 3,677	(1) 3,943
Charlotte	100	107
Austin	124	132
Portland	453	470
Columbus	(15) 60	(14) 61
Milwaukee	172	155
Indianapolis	57	51



Source: American Public Transportation Association
 *MSA boundary change between 2003 and 2006 data collection

(#) Ranked from highest (1) to lowest (16)

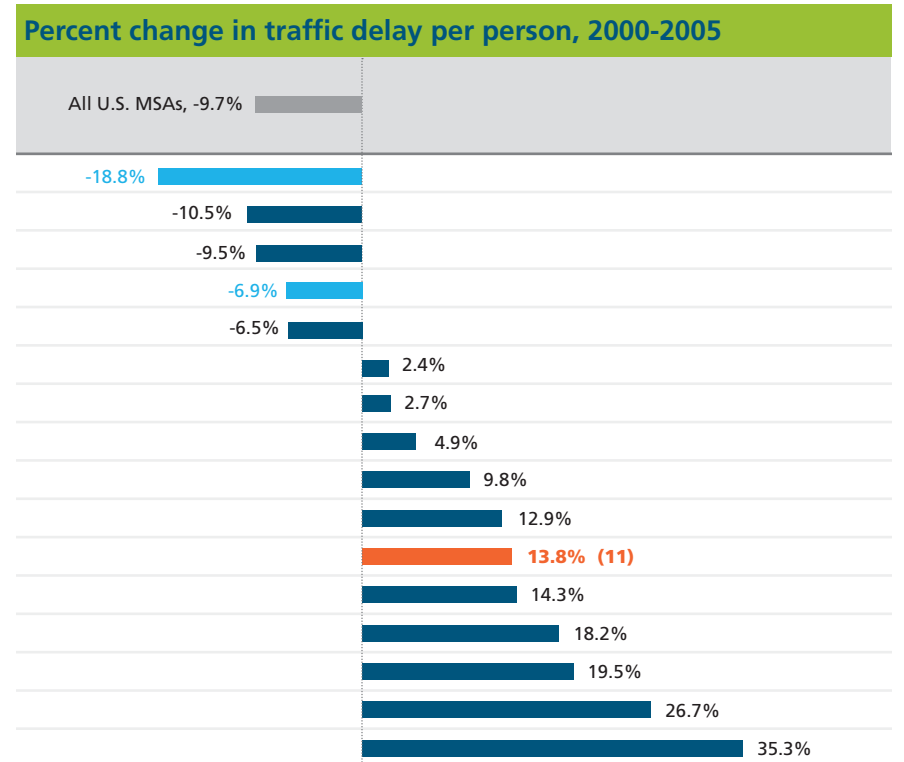
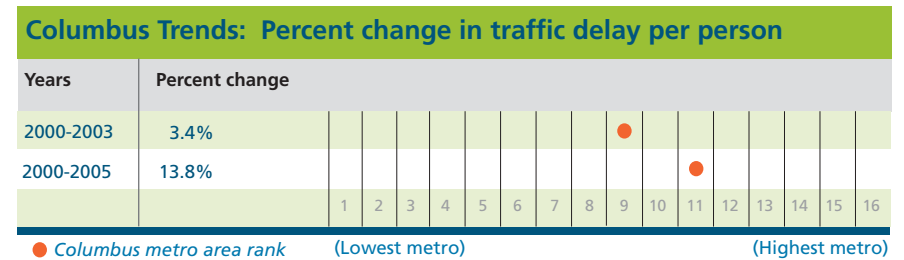
Indicator 4.10: Traffic Congestion

This indicator includes data from the Bureau of Transportation Statistics and the Texas Transportation Institute on traffic congestion delay. This is the sum of all extra travel time during the year that would occur for the average traveler as a result of traffic congestion. This is measured by calculating “annual person-hours of highway traffic delay per person,” which is the extra travel time for peak period travel during the year divided by the number of travelers who begin a trip during the peak period (6 to 9 a.m. and 4 to 7 p.m.). These data are for urban areas within the metro areas. New data were not available to update the indicator for the 2009 report (see Appendix A).

Hours of traffic delay per person, 2000, 2003 and 2005			
Metro Area	Hours of traffic delay per person, 2000		Hours of traffic delay per person, 2005
Cleveland	(1) 16	(1) 13	(1) 13
Kansas City	19	18	17
Milwaukee	21	20	19
Cincinnati	29	28	27
Indianapolis	(16) 46	46	43
Louisville	41	40	42
Portland	37	36	38
Minneapolis	41	39	43
Charlotte	41	44	45
Raleigh	31	33	35
Columbus	(T-4) 29	(5) 30	(5) 33
Nashville	35	40	40
Jacksonville	33	39	39
Austin	41	43	49
San Diego	45	(16) 50	(16) 57
Chicago	34	41	46

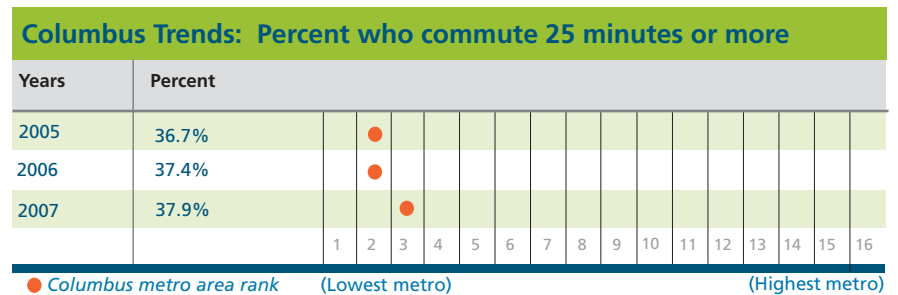
Source: Bureau of Transportation Statistics; Texas Transportation Institute

(#) Ranked from lowest (1) to highest (16)



Indicator 4.11: Commute Time

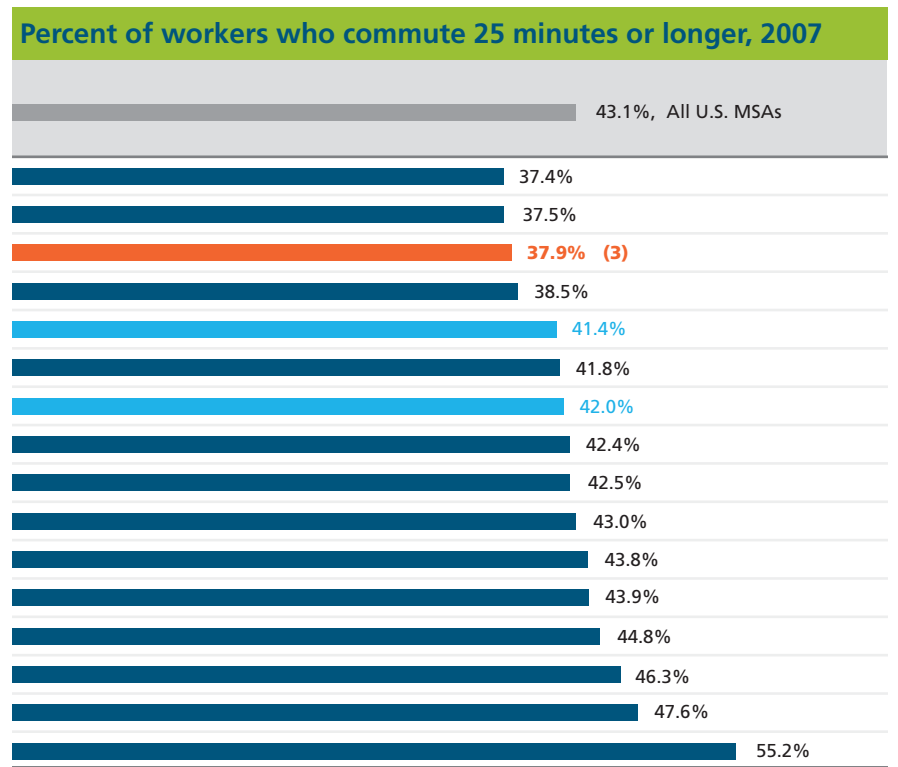
This indicator uses data from the American Community Survey on travel to work times. Commute time is reported for two groups: (1) persons who travel by car (including company cars but excluding taxicabs), truck (of one-ton capacity or less), or van; and (2) persons who travel by public transportation (bus or trolley bus, streetcar or trolley car, subway or elevated railway, or ferryboat).



Average commute time, 2007			
Metro Area		Average commute time by car, truck or van (minutes)	Average commute time by public transportation (minutes)
Milwaukee	(1)	21.8	38.5
Louisville		22.6	35.7
Columbus	(4)	23.0	(9) 40.5
Kansas City		22.7	(1) 35.0
Cincinnati		23.6	39.1
Indianapolis		23.9	39.6
Cleveland		23.1	46.6
Portland		24.0	42.9
Minneapolis		23.9	39.3
San Diego		25.2	50.6
Raleigh		24.9	34.9
Austin		25.4	38.5
Charlotte		24.7	46.2
Jacksonville		25.4	(16) 51.1
Nashville		26.2	48.5
Chicago	(16)	28.9	50.9

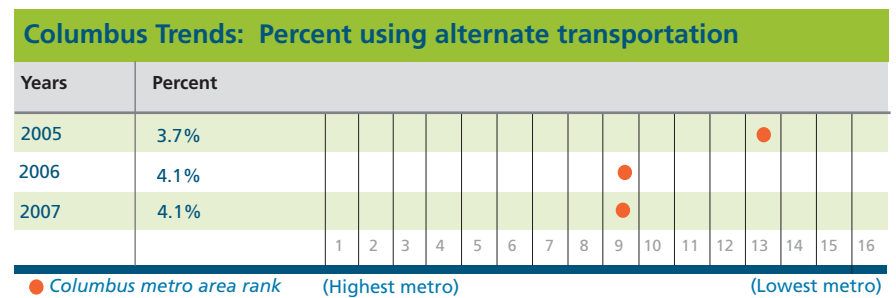
Source: U.S. Census Bureau, American Community Survey,

(#) Ranked from lowest (1) to highest (16)

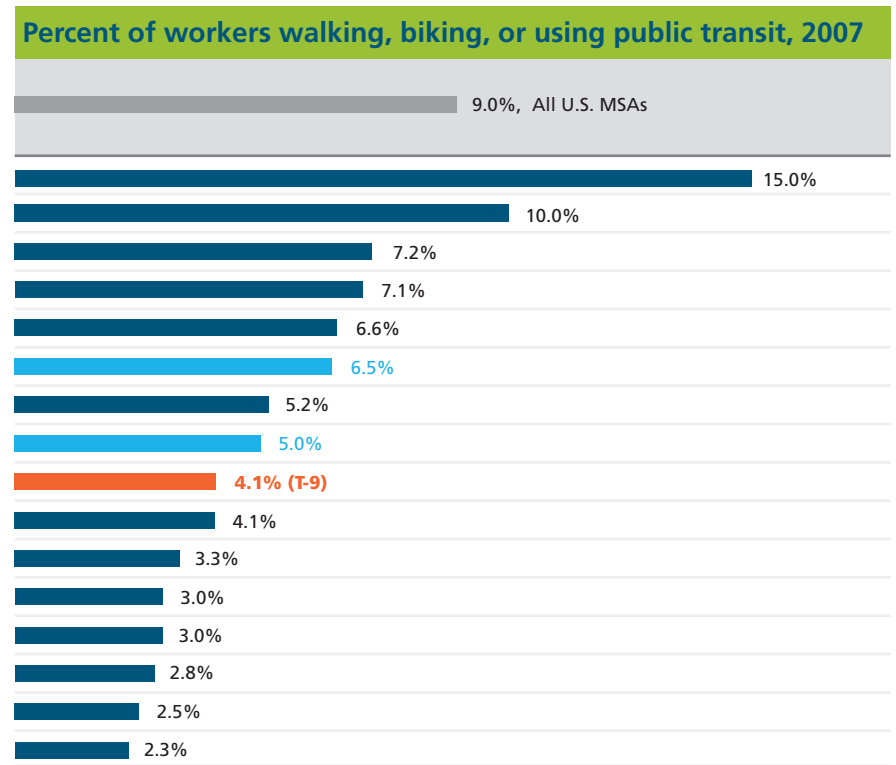


Indicator 4.12: Commute Transportation Mode

This indicator includes data from the American Community Survey on the usual mode of transportation for commuters to work age 16 and over. The category “public transportation” includes workers who used a bus or trolley bus, streetcar or trolley car, subway or elevated railroad, or ferryboat.



Usual means of commute for workers age 16 and over, 2007					
Metro Area	Drove alone*	Carpooled	Public transportation	Walked or biked	Worked from home
Chicago	(1) 71.2%	9.1%	(1) 11.5%	3.5%	3.7%
Portland	73.3%	10.5%	5.6%	(1) 4.5%	5.4%
Minneapolis	78.3%	8.8%	4.2%	3.0%	4.8%
San Diego	74.9%	10.8%	3.6%	3.4%	(1) 6.2%
Milwaukee	81.0%	8.6%	3.6%	2.9%	3.1%
Cleveland	82.1%	(16) 7.3%	4.2%	2.2%	3.4%
Austin	74.2%	(1) 13.8%	3.0%	2.2%	5.2%
Cincinnati	82.4%	8.5%	2.7%	2.3%	3.5%
Columbus	(11) 82.2%	(15) 8.4%	(11) 1.6%	(6) 2.5%	(T-6) 4.6%
Louisville	82.4%	10.1%	2.2%	1.9%	(16) 2.6%
Charlotte	80.5%	10.7%	1.8%	1.6%	4.1%
Kansas City	83.6%	8.6%	1.3%	1.7%	3.7%
Raleigh	79.0%	10.9%	0.9%	2.1%	5.7%
Jacksonville	82.5%	10.0%	1.1%	1.7%	3.3%
Indianapolis	(16) 84.0%	9.2%	(16) 0.8%	1.7%	3.4%
Nashville	82.0%	10.2%	1.1%	(16) 1.1%	4.6%

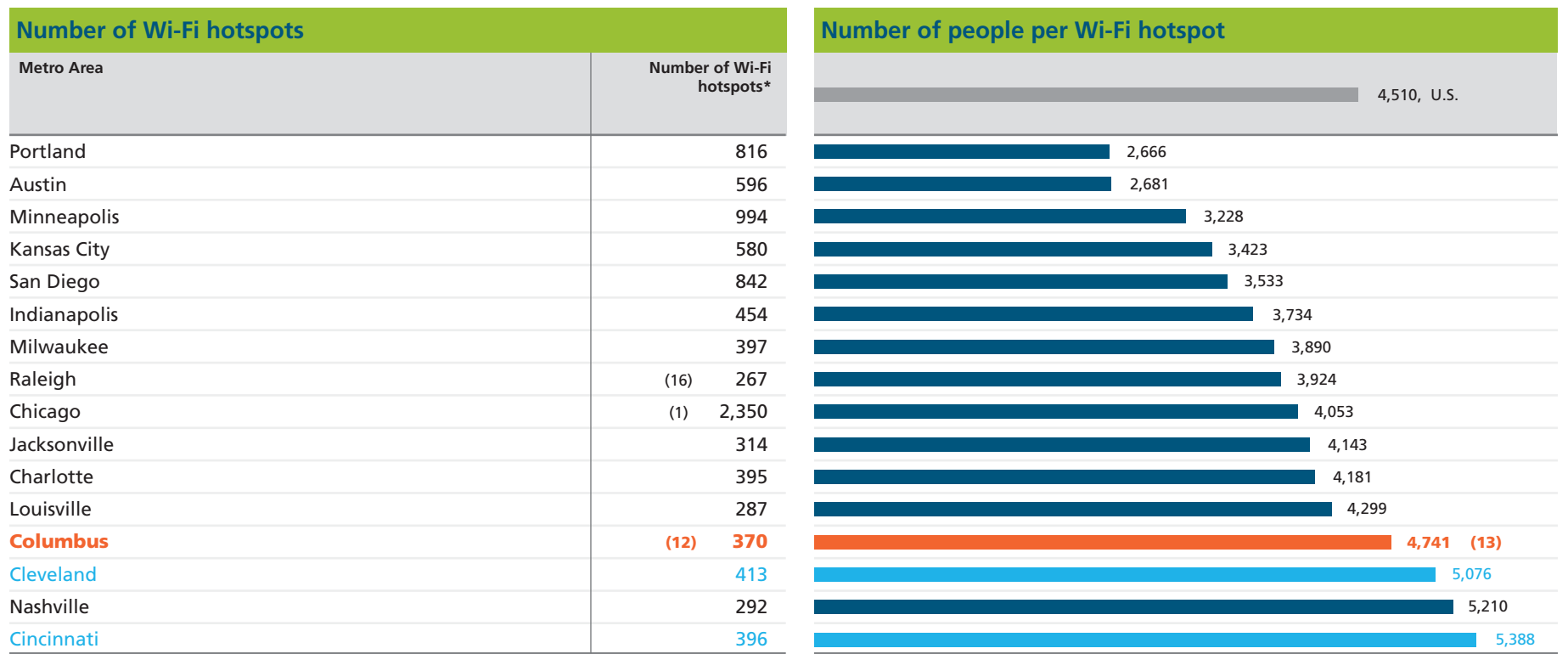
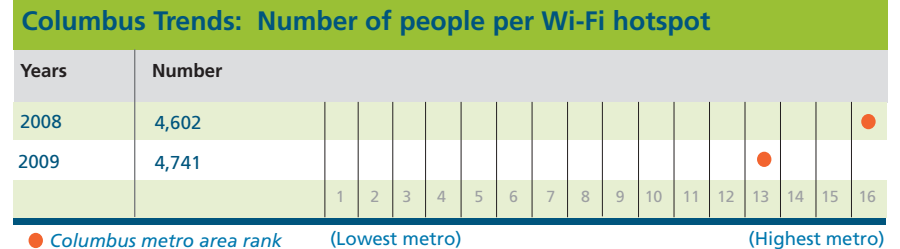


Source: U.S. Census Bureau, American Community Survey

(#) Ranked from highest (1) to lowest (16), except (*) ranked from lowest to highest

Indicator 4.13: Wi-Fi Hotspots

This indicator uses data from JiWire, which has a worldwide directory of verified public Wi-Fi hotspots. The directory includes both free and pay hotspots.



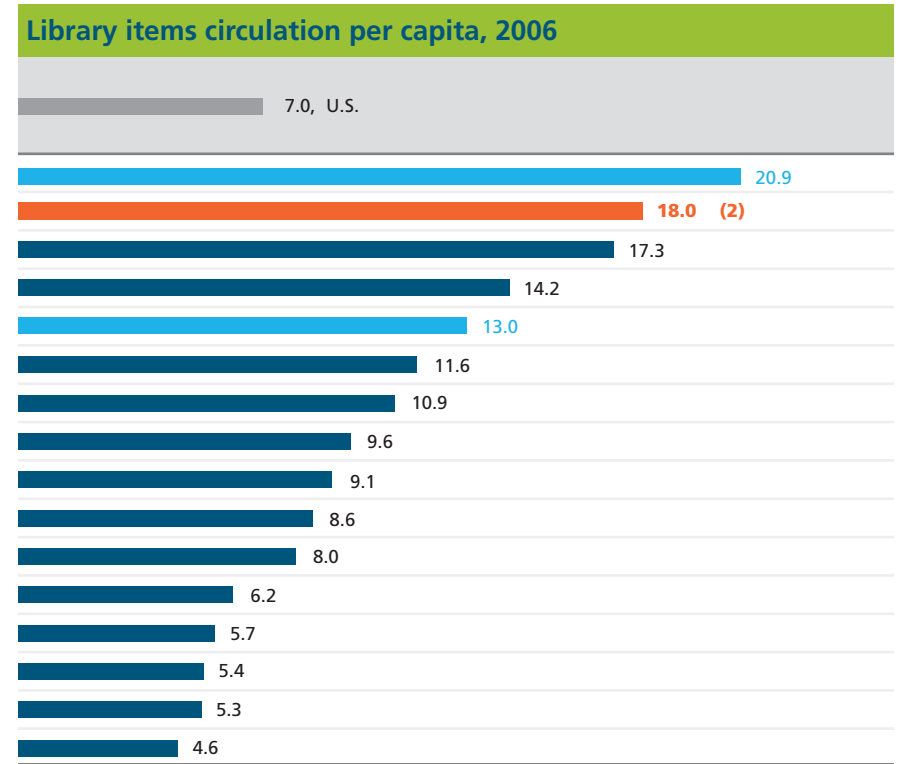
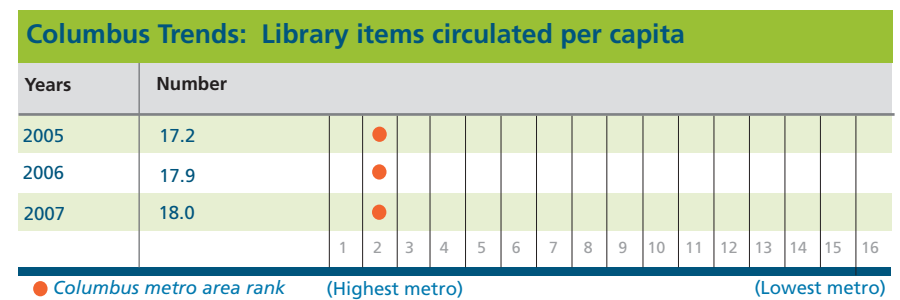
Indicator 4.14: Libraries

This indicator includes data from the Institute of Museum and Library Services on public library collections per capita and library circulation per capita. A public library is a library accessible by the public and generally funded from public sources. Collections include items the library has acquired as part of its permanent collection and cataloged. Circulation includes all library materials of all types and formats that are checked out for use outside the library and counts the total number of times these items circulate during the year.

Library collections per capita, 2006		
Metro Area		Collections per capita
Cleveland	(1)	6.2
Columbus	(T-4)	4.1
Portland		2.4
Indianapolis		3.1
Cincinnati		4.2
Minneapolis		3.4
Kansas City		4.1
Milwaukee		4.6
Raleigh		1.9
Chicago		3.9
Jacksonville		2.8
Charlotte	(16)	1.7
Louisville		2.2
Nashville		2.1
San Diego		2.9
Austin		1.8

Source: Institute of Museum and Library Services, Public Libraries Survey

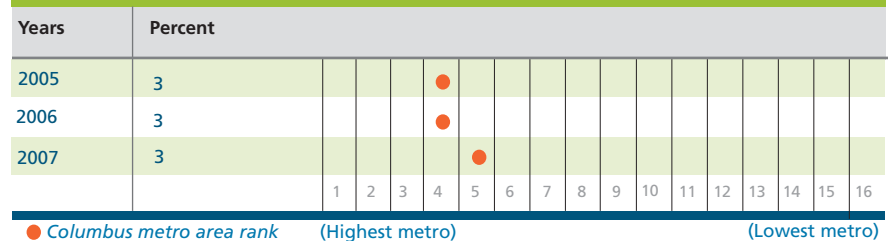
(#) Ranked from highest (1) to lowest (16)



Indicator 4.15 Professional Sports

This indicator includes data from Wikipedia on major professional sports leagues in North American cities. Included in the count are members of Major League Baseball, the National Football League, the National Hockey League, the National Basketball Association, Major League Soccer, the Women's National Basketball Association, the National Lacrosse League, and the Arena Football League.

Columbus Trends: Number of professional sports teams



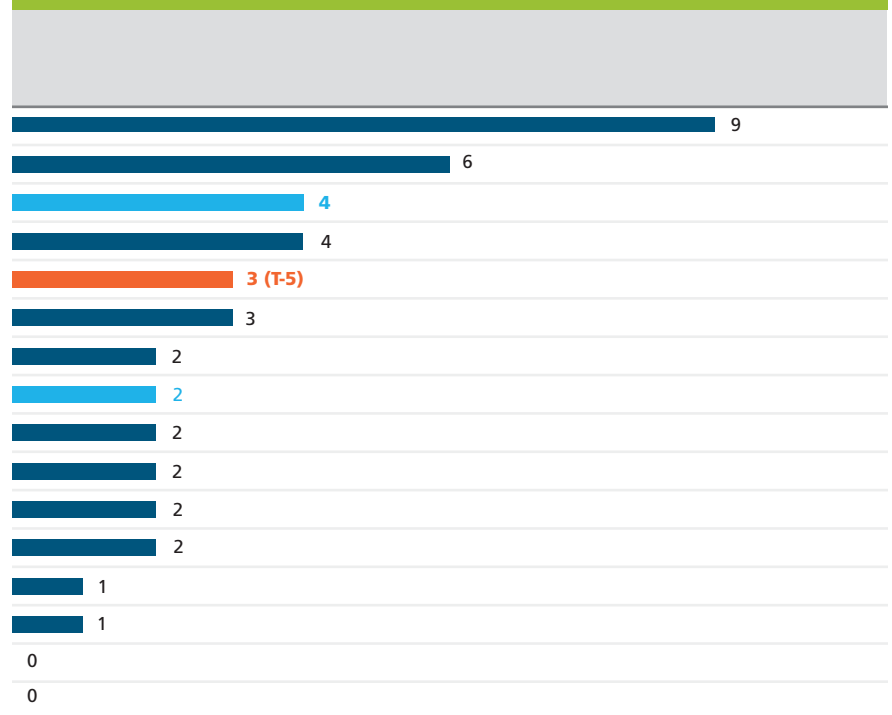
Professional sports teams by league, 2008

Metro Area	MLB	NHL	NBA	WNBA	NFL	MLS	Other
Chicago	2	1	1	1	1	1	2
Minneapolis	1	1	1	1	1		1
Cleveland	1		1		1		1
Kansas City	1				1	1	1
Columbus		1				1	1
Indianapolis			1	1	1		
Charlotte			1		1		
Cincinnati	1				1		
Milwaukee	1		1				
Nashville		1			1		
Portland			1				1
San Diego	1				1		
Jacksonville					1		
Raleigh		1					
Austin							
Louisville							

Source: Wikipedia

(#) Ranked from highest (1) to lowest (16)

Total professional sports teams, 2008



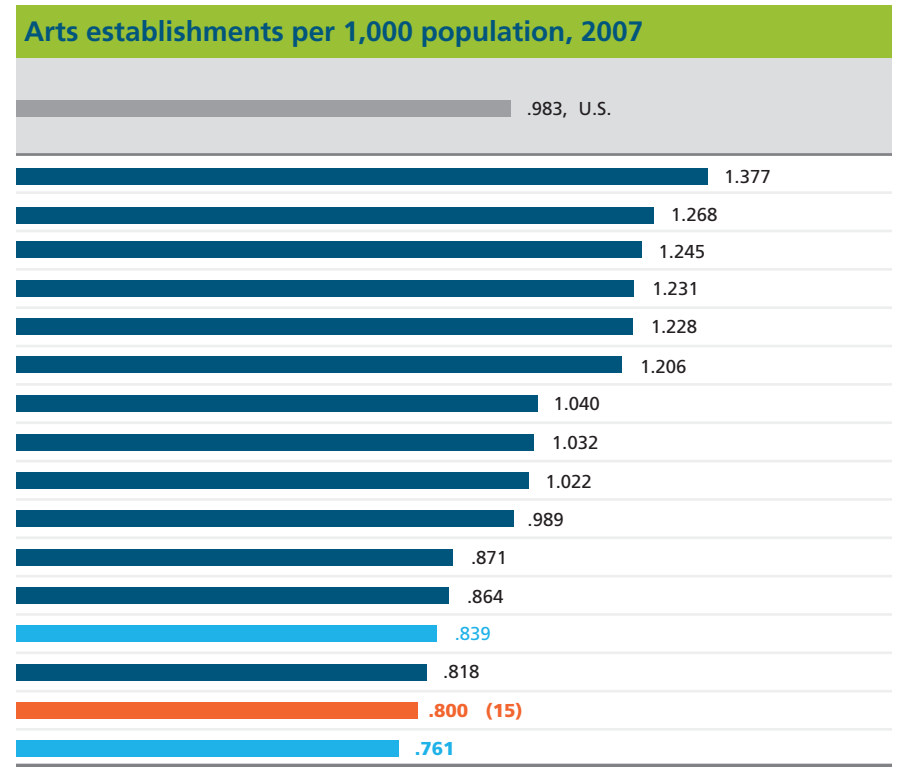
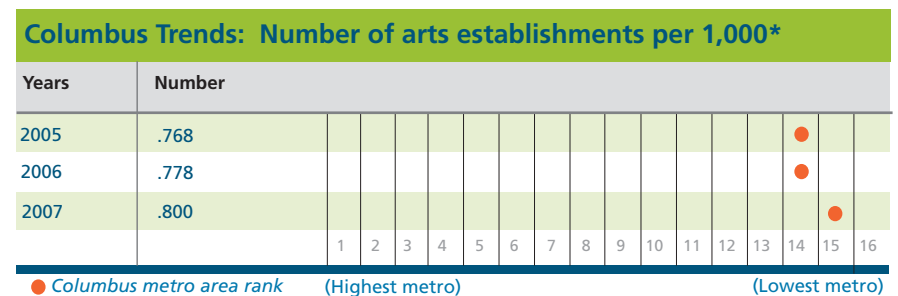
Indicator 4.16: Arts Establishments

This indicator includes data from the Bureau of Labor Statistics. “All arts establishments” is broadly defined to include performing arts, institutions (museums, historical sites, zoos, conservatories), art dealers, libraries and archives, fine arts schools, publishers (newspaper, periodical, book, software, Internet), motion picture and sound recording, broadcasting, architectural services, landscape architectural services, marketing consulting services, advertising, public relations, and photographic services. (See Appendix A for additional notes.)

Count of establishments, 2007			
Metro Area	Performing arts companies	Museums, historical sites, and similar institutions	All arts establishments
Nashville	285	25	2,095
Minneapolis	159	52	4,067
Chicago	(1) 356	(1) 73	(1) 11,856
Portland	62	35	2,678
Raleigh	(16) 15	(T-15) 10	1,287
Austin	48	22	1,927
Kansas City	33	15	2,064
Charlotte	18	22	1,704
Jacksonville	18	24	1,329
San Diego	73	60	2,943
Indianapolis	36	(T-15) 10	1,476
Milwaukee	45	18	1,334
Cleveland	44	26	1,758
Louisville	30	18	(16) 1,009
Columbus	(13) 29	(11) 20	(12) 1,403
Cincinnati	37	21	1,624

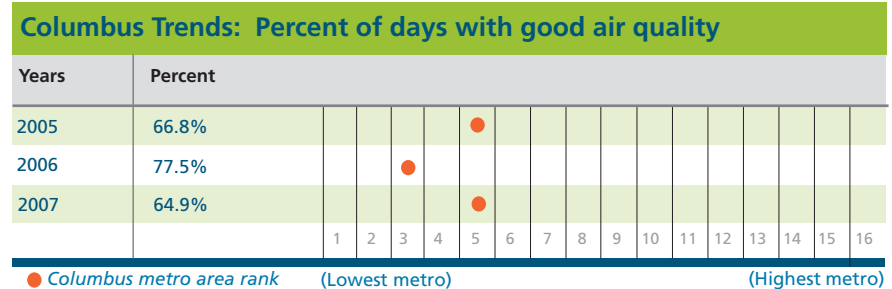
Source: BLS-Quarterly Census of Employment & Wages
 *Change in methodology and data source

(#) Ranked from highest (1) to lowest (16)



Indicator 4.17: Air Quality

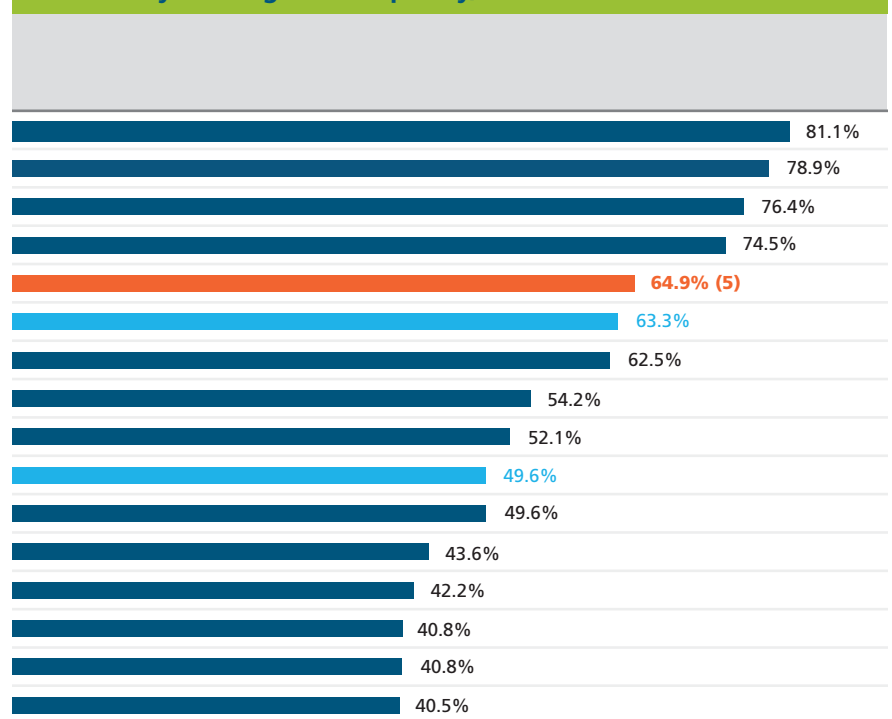
This indicator includes data from the U.S. Environmental Protection Agency's Air Quality Index (AQI). The AQI is used to report the level of pollution in the air, including ground-level ozone, particle pollution, carbon monoxide, sulfur dioxide, and nitrogen dioxide. An AQI between 0 and 50 is considered good air quality. A value between 101 and 150 is unhealthy for sensitive groups, 151 and 200 is considered unhealthy, and 201 and 300 is considered very unhealthy. These last three categories were combined to create the "unhealthy" category in this indicator. In addition to the unhealthy and good categories, there are days of moderate pollution levels (51-100).



Days with good and unhealthy air quality, 2007

Metro Area*	Number of days with good air quality		Number of days with unhealthy air quality for sensitive groups		Number of days with unhealthy air quality for anyone
Austin	(1)	296	(1)	4	0
Jacksonville		288		6	3
Portland		279		11	0
Milwaukee		272		14	0
Columbus	(5)	237	(10)	30	(T-1) 0
Cleveland		231		21	3
Minneapolis		228		10	0
Raleigh		198		29	0
Kansas City		190		18	2
Cincinnati		181		45	2
Nashville		181		36	2
San Diego		159		32	4
Louisville		154		35	2
Charlotte		149	(16)	50	(16) 6
Indianapolis		149		36	0
Chicago	(16)	148		23	2

Percent days with good air quality, 2007



Source: U.S. Environmental Protection Agency

* U.S. Environmental Protection Agency reporting areas do align perfectly with MSA's

(#) Good days ranked from highest (1) to lowest (16); unhealthy days ranked from lowest (1) to highest (16)

Indicator 4.18: Green Building

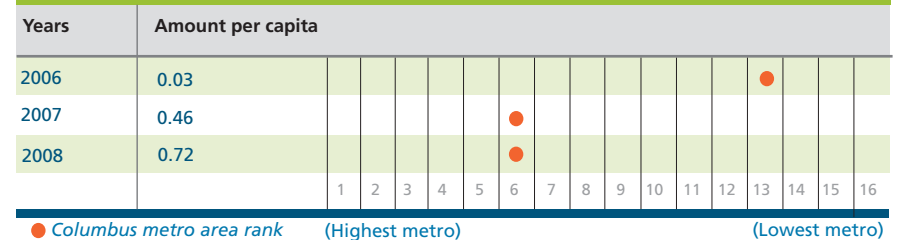
This indicator uses data from the U.S. Green Building Council on the number and square footage of buildings certified under the Leadership in Energy and Environmental Design (LEED) Green Building Rating System. LEED certification is obtained upon demonstration of compliance with requirements for sustainable sites, water efficiency, energy and atmosphere, materials and resources, indoor environmental quality, and innovation and design process. Levels of certification can increase from Certified to Silver, Gold, and Platinum as an application garners more points in the rating system.

LEED Certified projects and square footage, 2008					
Metro Area	Total number of projects certified		Total number of projects certified Gold or above		Square footage of all certified projects
Portland	(1)	86	(1)	53	12,112,030
Chicago		76		26	(1) 18,639,743
Austin		20		6	2,211,172
Cleveland		11		2	1,931,937
San Diego		22		8	2,394,605
Columbus	(T-11)	7	(9)	3	(7) 1,260,197
Cincinnati		16		1	1,379,704
Charlotte		14		7	841,813
Kansas City		9		2	937,182
Nashville		7		1	646,468
Milwaukee		12		4	619,753
Minneapolis		14		5	1,212,231
Jacksonville		6	(16)	0	246,422
Indianapolis		6		4	280,214
Raleigh	(16)	3		1	138,174
Louisville		5		1	(16) 71,260

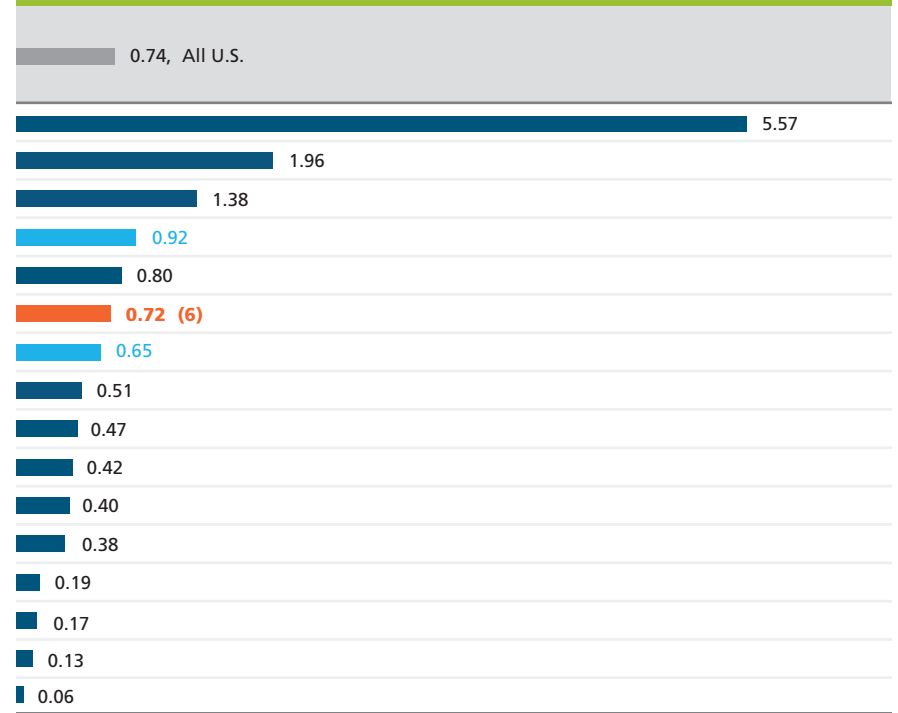
Source: U.S. Green Building Council, 1-25-09

(#) Ranked from highest (1) to lowest (16)

Columbus Trends: LEED certified projects square footage



LEED certified projects square footage per capita



Data Sources

The following are the web addresses for the data sources used in this report:

ACCRA Cost of Living Index
<http://www.coli.org/> (requires subscription)

American Hospital Association, Hospital Statistics 2008
<http://www.aha.org/aha/about/> (book or CD-ROM purchase)

American Medical Association, Physician Characteristics and Distribution in the U.S. 2009
<http://www.ama-assn.org/ama/about/> (book or CD-ROM purchase)

American Public Transportation Association
<http://www.apta.com/research/stats/>

Corporation for National and Community Service, Volunteering in America
<http://www.volunteeringinamerica.gov/>

Demographia
<http://www.demographia.com/db-metgovts2002.htm>

Institute for Museum and Library Services
<http://harvester.census.gov/imls/publib.asp>

JiWire Wi-Fi Finder and Hotspot Directory
<http://www.jiwire.com/>

Milken Institute, Best Performing Cities
<http://www.bestcities.milkeninstitute.org>

National Association of Home Builders, State and Local Data
<http://www.nahb.org/page.aspx/category/sectionID=132>

RealtyTrac, U.S. Metropolitan Foreclosure Market Report
<http://www.realtytrac.com/ContentManagement>

Texas Transportation Institute, Urban Mobility Report
<http://mobility.tamu.edu/ums/>

U.S. Census Bureau, American Community Survey
<http://factfinder.census.gov>

U.S. Census Bureau, Current Population Survey
<http://www.census.gov/cps/> (requires DataFerrett download)

U.S. Census Bureau, Manufacturing, Mining, and Construction Statistics
<http://www.census.gov/const/www/C40/table3.html>

U.S. Census Bureau, Population Estimates
<http://www.census.gov/popest/estimates.php>

U.S. Census Bureau, Survey of Business Owners
<http://www.census.gov/csd/sbo/>

U.S. Conference of Mayors, U.S. Metro Economies
<http://www.usmayors.org/metroeconomies>

U.S. Department of Commerce, Bureau of Economic Analysis
<http://bea.gov/regional/index.htm#bearfacts>

U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System
<http://apps.nccd.cdc.gov/brfss-smart/index.asp>

U.S. Department of Housing and Urban Development, HUD User Data Sets
<http://www.huduser.org/datasets/il/il08/index.html>

U.S. Department of Justice, Federal Bureau of Investigation, Uniform Crime Reporting Program
http://www.fbi.gov/ucr/cius2007/data/table_07.html

U.S. Department of Labor, Bureau of Labor Statistics, Current Employment Statistics
<http://www.bls.gov/sae/home.htm>

U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics
<http://www.bls.gov/lau/home.htm>

U.S. Department of Labor, Bureau of Labor Statistics, National Compensation Survey
<http://www.bls.gov/ncs/>

Data Sources

The following are the web addresses for the data sources used in this report:

U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment Statistics
<http://www.bls.gov/oes/home.htm>

U.S. Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages
<http://www.bls.gov/cew/>

U.S. Department of the Treasury, Internal Revenue Service, Tax Stats
<http://www.irs.gov/taxstats/indtaxstats/index.html>

U.S. Environmental Protection Agency, AirData
<http://www.epa.gov/air/data/geosel.html>

U.S. Green Building Council, LEED Projects Directory
<http://www.usgbc.org/LEED/Project/CertifiedProjectList.aspx>

U.S. Small Business Administration, Office of Advocacy
<http://www.sba.gov/advo/research/data.html#st>

Wikipedia, Major Professional Sports League
http://en.wikipedia.org/wiki/Major_professional_sports_league

Appendix A: Indicator Changes and Caveats

No.	Indicator	Description of changes and caveats
Section 1: Population Vitality		
1.01	Population Growth	
1.02	Birth Rate	
1.03	Foreign-born Population*	
1.04	Racial and Ethnic Diversity*	
1.05	Youth Population*	
1.06	Senior Population*	
1.07	Median Age*	
1.08	Households	
Section 2: Economic Strength		
2.01	Business Firms	MSA definition change in 2003 limits recent trend data to 2004 onwards.
2.02	New Business Establishments	
2.03	Venture Capital Investment	Data source was changed in 2008 from the PricewaterhouseCoopers MoneyTree Report to Thomson Financial, the raw source for MoneyTree.
2.04	Industry Sector Employment	
2.05	Employment Change by Industry	
2.06	Fortune 1,000 Companies	2008 report revision: Cincinnati had 16 companies with \$226,064 million in revenue, ranking 4th alone. Columbus was 5th, not 4th.
2.07	Small Business	Indicator revised to add information about businesses with 20 to 499 employees.
2.08	High Tech Industries	
2.09	Minority Business Ownership	Not updated: Survey of Business Owners (SBO) is conducted in 5-year cycles.
2.10	Female Business Ownership	Not updated: SBO is conducted in 5-year cycles.
2.11	Gross Metropolitan Product	The U.S. Metro Economies report altered its methodology in 2007, resulting in higher GMP figures. The trends chart was updated with new data for previous years. For example, the Columbus GMP of \$48,214 in 2005 in this report is higher than the \$42,826 figure for 2005 in last year's Benchmarking report.
2.12	Income and Wages*	
2.13	Occupations*	
2.14	Workforce*	
2.15	Unemployment	
2.16	Higher Education Enrollment*	
2.17	Educational Attainment*	
2.18	Brain Gain*	

*These indicators are effected by the inclusion of the group quarters population in the American Community Survey, starting in 2006.

Appendix A

No.	Indicator	Description of changes and caveats
Section 3: Personal Prosperity		
3.01	Total Personal Income	
3.02	Household Income	
3.03	Income \$75,000 and Above	
3.04	Income Gap	
3.05	Poverty*	
3.06	Births to Teens*	
3.07	Pre-K Enrollment*	
3.08	Self-sufficiency Income*	
3.09	Income Supports	
3.10	Earned Income Tax Credit	Data source was changed in 2008 from DataPlace to the Internal Revenue Service.
3.11	New Housing Starts	
3.12	Homeownership	
3.13	Owner Housing Affordability	
3.14	Foreclosures	
3.15	Renter Housing Affordability	
3.16	Households without a Vehicle	
3.17	Home Internet Use	
Section 4: Community Wellbeing		
4.01	Obesity	
4.02	Smoking	
4.03	Health Insurance	
4.04	Hospitals and Physicians	Data source was changed in 2008 from the Census Metro Data Book to the American Medical Association (AMA) and American Hospital Association. AMA uses 1999 MSA boundaries, so 2000 Census was used for ratio to population.
4.05	Crime	
4.06	Charitable Contributions	Data source was changed in 2009 from DataPlace to the Internal Revenue Service.
4.07	Volunteering	New indicator.
4.08	Local Government	Not updated: CRP plans to replace the current source Demographia with the Census Bureau's Census of Local Governments, which is conducted in 5-year cycles and is the raw data source for Demographia.
4.09	Public Transportation	Data source was changed in 2008 from the Bureau of Transportation Statistics (BTS) to the American Public Transportation Association, which now maintains this data for BTS. The Raleigh-Durham urban area was split in 2004, but data is combined here for comparability with past years.
4.10	Traffic Congestion	Data source was changed in 2008 from BTS to the Texas Transportation Institute, which handles data for BTS.
4.11	Commute Time*	
4.12	Commute Transportation Mode*	
4.13	Wi-Fi Hotspots	
4.14	Libraries	Data source was changed in 2009 from the National Center for Educational Statistics to the Institute for Museum and Library Services.
4.15	Professional Sports	
4.16	Arts Establishments	Modified indicator. Data source was changed from the Urban Institute's Arts and Culture Indicators Project to the Bureau of Labor Statistics' Quarterly Census of Employment and Wages (QCEW).
4.17	Air Quality	
4.18	Green Building	

Appendix B: Notes for Indicators 2.04, 2.05, and 3.01

The following are descriptions for industry sectors used in Indicators 2.04 and 2.05.

- **Education and health services:** includes the educational services sector (schools, colleges, universities, and training centers), and the health and social assistance sector (health care and social assistance for individuals)
- **Financial activities:** includes the finance and insurance sector and the real estate and rental and leasing sectors
- **Information:** includes publishing, motion picture and sound recording, broadcasting, telecommunications, Internet services providers and web search portals, data processing, and information services
- **Government:** publicly-owned establishments, including federal, state, and local government, public schools, and public hospitals
- **Professional and business services:** includes professional, scientific, and technical services, management of companies and enterprises, and administrative and routine support services
- **Manufacturing:** establishments engaged in the mechanical, physical or chemical transformation of materials, substances, or components into new products
- **Retail trade:** establishments engaged in retailing merchandise and rendering services incidental to the sale of merchandise
- **Wholesale trade:** establishments engaged in selling merchandise for resale, capital or durable nonconsumer goods, and raw and intermediate materials and supplies used in production
- **Leisure and hospitality:** includes the arts, entertainment, and recreation sector and the accommodation and food services sector
- **Transportation and warehousing and utilities:** industries providing transportation of passengers and cargo, warehousing and storage of goods, and provision of utility services (electric, gas, water, sewer)

The following are descriptions for income categories used in Indicator 3.01.

- **Net earnings:** wages and salaries (minus contributions for government social insurance), supplements to wages and salaries, and proprietor's income
- **Investment income:** personal dividend, interest, and rental income (includes rental of real property and royalties from patents and copyrights)
- **Transfer receipts:** government retirement, disability, medical, income maintenance, unemployment, and veterans benefits, and student loans; business liability payments to individuals; and payments to nonprofit institutions from government and corporations



THE COLUMBUS
PARTNERSHIP

The Columbus Partnership
41 South High Street, Suite 1200
Columbus, Ohio 43215
(614) 225-0500



COMMUNITY
RESEARCH
PARTNERS

Community Research Partners
300 E. Broad Street, Suite 490
Columbus, Ohio 43215
(614) 224-5917